DEC-JAN '25 VOL. XVI NO. 4 ₹ 100

# BAKERY REVIEW

Business Magazine for Bakery & Confectionery Professionals



**Business**

**Bakery Ingredients: A Growing Business**

**Feature**

**Minimising Trans Fat Usage**

**Ingredient**

**Yeast: Essential for Bread Making**

**Product**

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BAKERY REVIEW

# Editorial



Doughnut has captured the hearts of the young and the young-at-heart. It is becoming an increasing trend in the country. As people travel across the globe, delicacies like doughnut, which can be had at any time of the day, are finding an increasing place in the hearts of the people. Cover story contemplates on the rising popularity of this snack-cum-dessert.

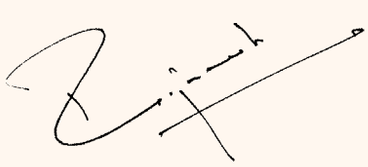
With the growing demand for bakery products, there is an increasing exigency for bakery ingredients. The success and growth of the bakery industry, depends largely on the raw material, which provides an opportunity for entrepreneurs to venture in the bakery ingredients market. Business story takes a look at the trends in the bakery industry and the ingredients.

With the alarming rise in lifestyle diseases these days, consumers have become health conscious and expect the same from their cooking oil and fats. This market trend has given rise to trans-free oils and fats in India. Feature story expands on the need to use the trans fats and how its consumption can be limited.

The ingredient section expands on the necessity of yeast, which acts as a catalyst in the fermentation of bread. The health conscious millennial, and even the elderly, are become averse to consumption of refined sugar. Health section finds how does the bakery industry cope with this dilemma.

Presentation story finds that the customers also are now realising that they would never be able to convert their dreams of a sweet and sumptuous masterpiece into reality without perfect cake design. The Product section talks about Baguette, which can be used in toast, sandwiches, canopies, and also as a dessert and can be eaten anytime for breakfast, lunch or dinner.

Also news, report and other regular sections provides latest updates on the industry.



**Publisher cum Editor**
Rajneesh Sharma
rajneeshhammer@gmail.com

**Resident Editor**
Sharmila Chand (Delhi)
Ashok Malkani (Mumbai)

**Layout & Design**
Hari Kumar V

**Production Assistant**
Simran Gomber

**Advertising Sales**
Nikhil Kumar
Sumesh Sharma

**Director Sales**
Sanjay Anand
Mobile: +91 9811136837

**Director Operations**
Rajat Taneja
Mobile: +91 9810315463

**Editorial & Advertising Office:**

Hammer Publishers Pvt. Ltd.
206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi-110008
Phone: 91-11- 45084903, 45093486

E-mail: info@hammer.co.in

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Bakery Review is a bi-monthly magazine, printed, edited, owned and published by Rajneesh Sharma from 206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi. Printed at Print Creations, A-6/1, Naraina Industrial Area, Phase-1, New Delhi.

Editorial Policy: Editorial emphasis in Bakery Review magazine is on educational & informational material specifically designed to assist those responsible for managing Bakery & Confectionery business. Articles are welcome and will be published on the sole discretion of the editor.

Disclaimer: The editor and publisher believes that all information contained in this publication are correct at the time of publishing. Content published not necessarily are the opinion or view of the editor and publisher. Editor and publisher declines any responsibility for any action taken based on the information contained in this publication, including liability for error or omission.

Annual subscription rate within India is Rs. 600 and for overseas it is US $110, for surface mail. Single issue is available for Rs. 100 in India and US $25 for overseas. Cheques are payable to Hammer Publishers Pvt. Ltd.

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# Aahar 2025

## The International Food & Hospitality Fair

**March 04-08, 2025, at Bharat Mandapam, New Delhi**



The forthcoming edition of AAHAR 2025 - the International Food & Hospitality Fair, to be held during March 04-08, 2025, at Bharat Mandapam, New Delhi, is the most awaited B2B event in Asia. It is the largest fair in the food & beverage and the hospitality sectors in India. The 39th edition will feature new trends in F&B as well as hospitality services, food processing, culinary tech, retail and new innovations.

The specialised B2B event for the food & beverage and hospitality industry has grown by leaps & bounds during the recent years and is today regarded as a well -known destination for global vendors and sourcing professionals from the food & beverage and hospitality industry across the planet.

AAHAR is being organized by ITPO with support of the Ministry of Food Processing Industries (MoFPI), Agricultural and Processed Food Products Development Authority (APEDA) and apex industry associations, Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Forum of Indian Food Importers (FIFI).

The fair is poised to grow in size this year covering over 1,00,000 sqm.+ (Gross Area), with more than 1700 exhibitors. The show will have overseas participants from major countries this year. The 17th edition of 'Culinary Art India' will simultaneously held at the same venue during the show. This year more than 1 lakh visitors are expected at the show.

The fair features a wide range of Food Products, Machinery, F&B equipment, Hospitality and Décor Solutions, Confectionary item from participants from India and overseas. The fair has elicited participation for the foreign companies. A part from the meaningful display, the fair offers an insight to operational and food safety concerns and innovations to become energy-efficient, finding budget friendly raw materials boosting productivity, while still aiming for greater profitability.

It is expected that the large number of trade visitors will visit Aahar 2024. These include top echelons of the Hotel and Hospitality industry including CEOs, General Managers, Executive Chefs, Executive Housekeepers, Purchase Managers, etc. Besides, senior representatives from catering industry and academic institutions, training hotel management professionals will also visit the fair.

Besides the potential to foster business revenues, Aahar also provides an effective platform for the players across global food & beverage and hospitality industry to disseminate/gather relevant information and gauge ongoing and future trends, which can greatly benefit the participants at the fair.

The forthcoming mega event can be the right place for importers, overseas trade delegations and Indian players in the food & beverage and hospitality space, and also for policy makers and media personnel to exchange knowledge and information. India's food retail industry is also going through impressive growth phase. Especially, in the backdrop of the impressive growth potential of the Indian food services and food retail industry and with the revival of the Indian hospitality industry, the relevance of a mega event like Aahar simply cannot be overlooked.

Going by the emerging and futuristic trends in the Indian food & beverage and hospitality industry, we can safely assume that the forthcoming edition of Aahar is expected to grace by impressive numbers of visitors.

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# SIGEP 2025

## The Biggest and Most Global Edition



SIGEP World - The World Expo for Foodservice Excellence, an event organised by Italian Exhibition Group (IEG) now at its 46th edition, confirmed its role as the international reference point on the Gelato, Pastry, Chocolate, Coffee, Bakery and, new to this edition, Pizza supply chain exhibition with 1,300 exhibiting brands, 30 halls and 138,000 square metres of exhibition space.

In addition to confirmation of absolute leadership on the Gelato market, SIGEP World 2025 also grew in the Coffee sector with a 30% increase in espresso and super-automatic machine companies, and an increase of 50 companies in the Pizza section, primarily technologies such as dough mixers, ovens, flours, toppings and frozen bases.

SIGEP World 2025, inaugurated by the Minister for Agriculture and Food Sovereignty, Francesco Lollobrigida, was appreciated for its considerable focus on new trends in foodservice, presenting a comprehensive exhibition offer of the industry's main supply chains with attention to technologies, equipment and ingredients.

More than 5,500 business meetings took place at exhibitor stands with 545 top buyers from 79 countries around the world and 3,300 European buyers participating in the Premium Programme, thanks to the valuable collaboration with the Ministry of Foreign Affairs and International Cooperation, the Italian Trade Agency and IEG's network of regional advisors. As many as 40 international events, with over 60 speakers from abroad, took place.

The excellent results of the last edition were exceeded with visitors arriving from 160 countries. Among the countries of reference for Sigep, German attendance grew by 68%, followed by Spain at 21% and then Romania, France, Greece and Poland, all with double-digit growth.

More generally, the Top 10 for increases included the United States at 64%. The Middle East grew by 38% with the Emirates, Saudi Arabia, Turkey and Iraq the most represented countries. Africa also registered 30%, not only with the northern countries of the continent (Egypt, Tunisia, Morocco and Algeria), but also with South Africa, Nigeria and Senegal among the most represented. Even Latin America attendances were up 10%, driven by Brazil at 48%. As far as Asia is concerned, India's significant 34% increase is worth noting. Among the many countries from all corners of the world, Saint Kitts and Nevis, Mauritius, the Faroe Islands and Cape Verde also deserve a mention.

A distinctive feature of this edition was the presence of Saudi Arabia thanks to the new "Guest Country" initiative. SIGEP World offered exhibiting companies a unique opportunity to build partnerships with key entrepreneurs from the Saudi market. A delegation consisted of institutional representatives from the Ministry of Environment and Agriculture and the Culinary Arts Commission and commercial operators represented by importers, restaurant chains and luxury hotels, thus opening new perspectives for the global foodservice industry.

A packed programme of events characterised the five-day event with four international competitions (Gelato Europe Cup, Gelato Festival World Masters, Bread in the City, World Pizza Champion Games).

"The internationality challenge has been won". This is how Corrado Peraboni, CEO of Italian Exhibition Group, commented on the SIGEP World edition that came to a close at Rimini Expo Centre. "The strategy of developing our leading products abroad and investing in buyer delegations has also proved successful in increasing foreign visitation to our flagship events in Italy, such as SIGEP World."

The last day of Sigep saw the participation of 3,300 students from 60 hotel and catering schools and professional institutes for an educational tour that combined practical training and interaction with companies. The initiative is part of the Sigep Academy project that incorporates Sigep Giovani and Sigep for schools.

Italian Exhibition Group's next appointment with Sigep World 2026 will be from 23-27 January, again at Rimini Expo Centre, while it is preparing for Sigep China, from 24-26 April in Shenzhen and Sigep Asia, scheduled in Singapore from 16-18 July. In the meantime, another IEG-branded Food & Beverage event is just around the corner: from 16-18 February, Rimini Expo Centre will be hosting Beer&Food Attraction.

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SCAN TO EXPLORE

# 'Mikel Coffee' Enter India in Partnership with Greko India

Greko India announced that it is all set to bring Mikel Coffee, one of the world's fastest growing coffee chains, to India through a partnership that will see the first store being launched in Delhi-NCR. Greko India is the exclusive master franchise partner for Mikel Coffee in India. It offers a comprehensive gateway to Europe through the Greece Golden Visa program. The company aims to strengthen partnerships between India and Greece through economic partnerships and cultural exchanges.

Mikel Coffee, which is headquartered in the Greek city of Larissa, has created a strong wave in five continents, across 19 countries with 375 stores in its network. This expansion in India will be Mikel Coffee's first footprints in South Asia.

After launching the first outlet in Delhi NCR with a concept of a cafe-restaurant, Mikel India has an aggressive expansion plan. The brand is keen on making inroads in key markets like Delhi, Mumbai, Hyderabad, Kolkata, Pune, Chennai and Bengaluru in coming years.

Known for its rich aroma, distinct flavours, and exquisite experiences, Mikel Coffee was started in 2008 from Larissa, Greece by its Founder and CEO, Eleftherios Kyriakakis. It is celebrated across the world for its artisanal brewing techniques and will now offer Indians a slice of authentic Greek coffee culture.

Commenting on the entry of Mikel Coffee in India, Founder & CEO of Greko India, Gaurav Wadhera said, "We are extremely thrilled to announce that one of the world's most loved coffee chains, Mikel Coffee, is coming to India. Despite being a tea-loving country, India's coffee market has been growing exponentially. As per industry estimates it is expected to touch $1.2 billion growing at a CAGR of 9.8%. Since 2008, Mikel Coffee has made a strong reputation worldwide by setting new benchmarks for cafe culture. We are committed towards unlocking exceptional value for Mikel Coffee in India."

# Love & Cheesecake Opens New Store at Carter Road




Love & Cheesecake opens the doors to its 26th store on the vibrant and breezy promenade of Carter Road in Bandra. A celebration of quality, creativity, and consistency, the new outpost brings a different blend of signature cheesecake favorites along with a wholesome variety of baked goods.



While Love & Cheesecake has long been celebrated for its 56+ natural flavours of iconic cheesecakes, the Carter Road outpost reimagines tradition with innovation, offering a curated menu of handcrafted delights to tantalize the senses. New offerings include the seasonal Flat Strawberry Cheesecake Croissant and Pistachio Croissant, both flaky and buttery with indulgent fillings that elevate the classic croissant to new heights. Guests can also savor the Ferrero Rocher Cruffin and Tiramisu Cruffin, decadent combinations of croissant and muffin that burst with rich flavors.

One of the key highlights include the indulgent Cheesecake in a Cone, a delightful twist that combines two timeless favorites, and warm, freshly made waffle cheesecake sandwiches, offering a harmonious blend of comfort and decadence.

For those seeking savoury indulgence, the outlet offers options like the Falafel Pita Pocket and Chicken & Pesto Pizza Pocket, which combine wholesome ingredients with bold flavors. The Mushroom, Cheese, and Caramelized Onion Danish, Ham, Cheese, and Caramelized Onion Danish, and Tomato & Feta Basil Danish showcase the artistry of their bakers, with delicate layers and fresh fillings designed to delight. Sweet lovers will also find joy in the Salted Caramel Paris Brest and the delicate Millennium Shortbread, perfect for pairing with a cup of freshly brewed coffee.

Chef Amit Sharma, Head Chef and Co-founder of Love & Cheesecake, described the inspiration behind the expanded menu, "Bandra's vibrant energy inspired us to push our culinary boundaries. At Carter Road, we wanted to go beyond our signature cheesecakes and create a holistic experience–an expanded bakery menu that blends tradition with innovation while staying true to our promise of using the finest, freshest ingredients. Every item on this menu is crafted with the same love and passion that defines our brand."

# Saleem Gafoor

Four Seasons Hotel Bengaluru is pleased to announce the appointment of Mohammed Saleem Gafoor as the new Executive Pastry Chef. With over two decades of experience in luxury hospitality and a career that has spanned renowned international properties, Chef Saleem is set to bring a wealth of knowledge, creativity, and passion for pastry arts to the hotel's esteemed culinary team.





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**Mumbai (Branch Office)**
No. C/401, 4th Floor, Hyde Park, Saki Vihar Road,
Opp. Ansa Industrial Estate, Andheri (East),
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# Delta Brings Hiestand to India

Delta Nutritives, one of the most reliable suppliers of dessert ingredients and equipments for ice cream manufacture, import, manufacture and supply a huge range of dessert ingredients. The product range includes Belgium Chocolates by Callebaut, Ice Cream ingredients by Mec3, Italy, Frozen Berries and Purees by Dirafrost (Belgium) and Ravifruit (France), Fruit fillings by Dawn Foods, Belgium, And the choices of dairy products by Elle & Vire, France. They also manufacture cake premixes, glazes, pastry fillings and fruit fillings for the bakery. To complement this they have a wide range of decorations and accessories, edible colours and velvet sprays, chocolate moulds and industrial blenders, slush machines and machines for dispensing hot chocolate drinks, transfers sheets.

The company has launched Hiestand, a prominent brand in the frozen bakery market landscape, part of the ARYZTA Group of companies, is set to make its debut in the Indian market through Delta Nutritive. To align with cultural and religious preferences, Hiestand is introducing a specially crafted egg-free product range




catered to the Indian market. Renowned for its consistency and reliability, Hiestand specialises in high-quality frozen baked goods, including croissants, pastries, breads, buns, and muffins.

Their portfolio serves a wide array of clients across hotels, cafés, convenience stores, foodservice providers, and industrial sectors. Hiestand's customer-centric philosophy is at the heart of its success. By collaborating closely with clients to understand their unique needs, the brand fosters long-term partnerships that extend beyond providing premium baked goods.

Hiestand offers comprehensive solutions that enhance its clients' offerings while appealing to their consumers. Their commitment to innovation is supported by regular engagement with clients, enabling them to tailor products, share market insights, and introduce consumerrelevant innovations. This proactive approach ensures their clients remain competitive in this competitive era.

Hiestand's state-of-the-art automated laminating production lines upholds the high standards of quality, consistency, and efficiency. This technological edge, combined with a dedication to excellence and a customer-focused approach, solidifies Hiestand's position as a trusted leader in the bakery industry. With its entry into India, Hiestand is set to raise the bar in the bakery sector, inspiring and delivering solutions tailored that meets the market demands.

# 'The Dessert Collection' by Baileys x SMOOR



Diageo India, one of the country's leading alco-beverage company in partnership with SMOOR, India's premier luxury confectionery brand, unveils The Dessert Collection by Baileys x SMOOR, launched exclusively across SMOOR's world-class Chocolate Lounges, Signature Chocolate Studios, boutiques and retail outlets. This exquisite collaboration offers a range of premium non-alcoholic flavoured chocolates and desserts, crafted with SMOOR's artisanal expertise. Designed to delight with a refined dessert experience, the collection brings together the best of the two iconic brands, combining indulgence and craftsmanship in every bite.

The Dessert Collection by Baileys x SMOOR includes non-alcoholic chocolate shots, chocolate bars, signature desserts and a showstopping signature cake. These are crafted by SMOOR's expert chocolatiers and inspired by some of India's favourite dessert flavours– Classic Cream, Creamy Berries, and Sea Salt Caramel. At the core of this collaboration lies a shared philosophy: treating is an expression of love. The Collection embodies moments of joy, laughter, and a hint of indulgent mischief that only the finest chocolates can inspire.

SMOOR has set a benchmark in India for luxury chocolate experiences. With its artisanal creations crafted from true couverture chocolate and honest, rich ingredients, SMOOR combines innovation with artistry, earning its place as a trusted choice for chocolate lovers across the country – making SMOOR the definitive masters of creating a decadent chocolate and dessert collection.

"Aligned with Diageo India's vision of crafting elevated experiences, this one-of-a-kind collaboration seamlessly blends bespoke gifting with moments of playful decadence. At the heart of our dedication lies the art of curating unique, sensory-rich experiences that captivate and inspire. The Dessert Collection by Baileys x SMOOR is our invitation to savor indulgence. This exquisite assortment of non-alcoholic chocolates and desserts is thoughtfully crafted to delight the palate, elevate every occasion, and spread the joy of unforgettable flavours," says Bhanu Gupta, Vice President & Business Head (Luxury & Super Premium), DIAGEO India.

"With Bailey's classic creamy flavours and the excellence of SMOOR's true couverture, we are overjoyed to present a non-alcoholic flavoured collection with the best of both worlds. The Collection brings to life an amalgamation that is perfect to stimulate your senses. We are thrilled to announce this collaboration and are in high Christmas spirits to bring together a premium palette experience like never before!" says Kanchan Achpal, Chief Marketing Officer, SMOOR.


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# IICA Student Shines on Global Stage





In collaboration with the Ministry of Agriculture, Forestry and Fisheries (MAFF) of Japan, The International Institute of Culinary Arts (IICA), New Delhi was presented with an opportunity, inviting non-Japanese chefs from around the world to apply for a fully funded training program in Japan. This prestigious scholarship represents a golden platform for chefs to immerse themselves in the rich culinary traditions and culture of Japan.

The training program, structured to provide a holistic understanding of authentic Japanese cuisine, includes an initial phase of instruction at the esteemed Taiwa Culinary Institute (The Academy of Hospitality), followed by hands-on training at a renowned restaurant. Out of numerous global applications, IICA proudly announces that one of its own alumni, Vishad Singh, has been selected for this coveted opportunity, emerging as a shining example of the institute's caliber.

Vishad Singh is a graduate of IICA's 2-Year Full-Time Culinary Program (2023). Vishad's passion for cooking saw him transition from a mechanical engineering degree to pursuing his dream of becoming a professional chef. This bold decision has now culminated in his placement as the sole participant in the program to train at the Michelin-starred restaurant Kinobu in Kyoto, Japan. Kinobu's legendary reputation for blending traditional kaiseki techniques with modern artistry makes this a once-in-a-lifetime experience for any aspiring chef.

"We are incredibly proud of Vishad's achievement," said Arjun S. Datta, Managing Director & COO of IICA. "This opportunity exemplifies how our programs prepare students to excel in global culinary arenas while fostering an appreciation for diverse cuisines and cultures. The training he will receive in Japan will not only refine his skills but also deepen his understanding of authentic Japanese culinary artistry."

The partnership with MAFF Japan and Taiwa Culinary Institute has opened a gateway for aspiring chefs to gain unparalleled exposure to the intricate techniques and philosophies of Japanese cuisine.

# Potboiler Coffee Now in Gurgaon

Potboiler Coffee announced the opening of its first coffee shop in the bustling neighbourhood of Gurgaon on Sohna Road. This new location marks the beginning of Potboiler's community-focused journey to redefine the coffeehouse experience in Delhi NCR. Since launching its first outlet in Kolkata in 2019, Potboiler has been offering the same consistent, bold, and smooth flavour profiles, to nurture coffee as an experience.

Potboiler source their coffee beans from renowned coffee estates allowing to craft unique and flavourful brews. The café has been designed to cater to book lovers, coffee lovers, curious drinkers, and everyone in between who wants to enjoy a carefully curated selection of beverages. With a simple motto of having a brew for everyone, the brand ensures that no matter if you're a fan of rich, bold flavors or prefer something lighter and fruitier, there's a coffee to suit every mood.



Sonali Lakhotia, Founder & Co-Owner at Potboiler Coffee said, "We are thrilled to open our first coffee shop in Gurgaon. This is an exciting milestone in our journey to redefine the coffeehouse experience in the country. At Potboiler, we're committed to bringing people together through a shared love of exceptional coffee. With our carefully sourced beans, and unique menu, we aim to brew coffee for every mood & exploring coffee beyond the bitter. We look forward to becoming an integral part of the local coffee culture and sharing our passion for coffee with the Gurgaon community."

The menu is crafted to satisfy a range of tastes from wide variety of coffee selections. From global modern cold coffees like Freddo Espresso (Greece), Shakeratos (Italy) to traditional Japanese manual brews like Hario switch, Potboiler has over 15 signatures including drinks inspired by books and pop culture like The Butterbeer Latte. Other must-have items include the comforting The Orange Palace, Iced Vietnamese Coffee, Caramelized White Chocolate Mocha and more.

HALCYON
Foods

## PREMIUM INGREDIENTS & PROFESSIONAL EQUIPMENTS



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# Burger King Expands Footprint




Burger King has opened its first restaurant in Raipur at City Centre Mall, marking a significant milestone for the brand's expansion in Chhattisgarh. As part of its ambitious growth strategy, Burger King India will also launch its second restaurant in Raipur at Shanker Nagar. The opening of these new locations brings a fresh dining option to Raipur, creating a buzz in the city and further solidifying Burger King's presence in the Chhattisgarh market.

The grand launch of the new restaurants was a spectacular event, filled with excitement and festive cheer. Guests were greeted by a stunning throne photo booth, offering a playful backdrop for memorable pictures. Santa made a special appearance, spreading holiday cheer as he handed out exclusive coupons to delighted visitors.

Burger King is celebrated globally for its iconic WHOPPER, available in Veg, Chicken, and Mutton. The menu also features an extensive array of non-vegetarian & vegetarian selection of burgers from its Tasty Meals range, Classic Range, the iconic Whopper specially curated for Indian tastes and Kings Collection designed to satisfy local flavour preferences. Guests can also indulge in the Loaded Wraps, Crunchy Tacos along with tempting sides, refreshing drinks. The restaurant has also launched its BK Café where guests can enjoy a range of barista made hot and cold coffees with 100% Arabica Beans as well as a variety of Thickshakes, Hot Chocolate, Masala Chai. Along with premium coffee and drinks, BK Café offers the guests delightful Desserts, Sundaes, and Softies.

Burger King, being a digital first brand, is offering Self Ordering Kiosks where guests can choose from the range of menu and place order at the Kiosk, Table Ordering wherein guests can skip the queue by scanning the QR code on their tables to place their orders. To further enhance the guest experience Burger King has Table Service where the food is brought to them straight to their table.

Speaking about the new launch, Kapil Grover, CMO Burger King India, commented, "East India is a key market for us, and we are thrilled to open two new restaurants in Raipur. With restaurants opening in Bilaspur and Bhillai, we are expanding our footprint in Chhattisgarh and bringing the iconic Burger King Taste."

**Namaskaram Thrissur**

The people of Thrissur are also in for a Whopper treat as Burger King India announces the opening of its restaurant in Thrissur at Selex Mall, East Fort. It also marks the 7th Burger King restaurant in Kerala expanding the brand footprint. As part of its ambitious growth strategy, Burger King India now celebrates the opening of its 483rd restaurant across 109 cities in India.

In just two days, Burger King will open its next outlet at Hilite Mall in Thrissur, further strengthening its commitment to expanding across North Kerala. With this expansion, Burger King aims to capitalize on the region's growing demand for international fast food and build a loyal customer base, solidifying its presence in Kerala.




**Burger King India partners with Khushi Kapoor, Junaid Khan's Loveyapa**

Burger King India, has announced its association with the much-awaited Gen Z romantic comedy Loveyapa, starring Khushi Kapoor and Junaid Khan in his debut theatrical appearance. Set to release on February 7, Loveyapa dives into



the complexities of modern relationships and offers a humorous take on what happens when the illusion of a perfect romance shatters.

As a brand that continuously strives to engage with Gen Z guests, Burger King is launching the "Loveyapa Combo", a delightful new meal consisting of a Whopper Jr. with cheese, Saucy Fries & Chocolate Thickshake which has been exclusively curated to celebrate this unique pairing of Khushi Kapoor and Junaid Khan and the taste of their Loveyapa. Available across all Burger King restaurants, this special combo is perfect for sharing with your special someone or indulging in solo as you dive into the spirit of the film.

In addition to the combo, Burger King is launching an exclusive social media contest to engage fans and movie lovers. The UGC invites guests to create fun memes from screenshots of Loveyapa trailer to win exciting prizes, creating a wave of excitement leading up to the release of Loveyapa on February 7.

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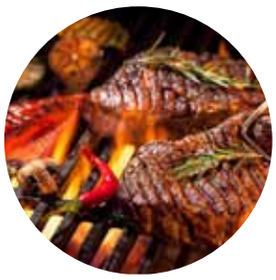

Patato Baker


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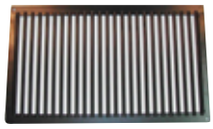

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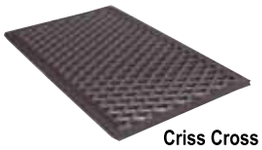

Grill Tray


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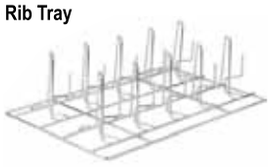

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# DS Group Launches Läderach Cafe

The Dharampal Satyapal Group (DS Group), a multi-business corporation and leading FMCG conglomerate and exclusive Indian partner of Swiss luxury chocolatier Läderach, has opened Läderach, India's first café at Jio World Plaza, elevating the art of indulgence in India with Läderach's renowned artisanal craftsmanship.

The Läderach Café is the first-of-its-kind luxury chocolate café in India, offering a decadent and unparalleled chocolate experience. A haven for chocolate connoisseurs, the Läderach Café is an ode to Swiss innovation, reimagining luxury dining with a menu that blends the finest chocolate creations and sophisticated European-inspired offerings.

The Läderach Cafe seeks to provide a sophisticated experience, reflecting the quality associated with the Läderach brand with chic interiors and European-style outdoor seating. Renowned for fresh and hand-crafted exquisite luxury chocolates, the Läderach Café will introduce an extensive menu of hot and cold chocolate beverages and desserts specially curated by the house of Läderach.

Drawing inspiration from the local taste and using the finest couvertures, the menu features unique creations like Coconut Cold Chocolate and Salted Caramel Hot Chocolate. Signature desserts, including the Signature Chocolate Trio and Coconut Lime Cheesecake, Läderach Trio, Mango dessert, and reimagined Berry Choco-Gato showcase the Läderach's brand's innovative approach to flavor, where every ingredient is thoughtfully curated to deliver




an unparalleled taste journey.

Ms. Sanskriti Gupta, Läderach India, said, "We are delighted to bring Läderach's first-ever chocolate café to India, and there could be no better place than Mumbai to introduce this unique concept. As a strategic market for Läderach, Mumbai has demonstrated exceptional enthusiasm for our brand, evident in the resounding success. We look forward to bringing the Laderach experience closer to India."

The café extends beyond sweet indulgences, featuring an array of savoury dishes like the vibrant Beetroot & Goat Cheese Salad and the hearty Poulet Parm Focaccia. Diners can also savour buttery croissants and pesto-infused delights, embodying the perfect balance of tradition and modernity. Indulge in velvety hot chocolate, refreshing smoothies, and visually stunning creations like the Earth Blenders, all while enjoying a tranquil ambiance amidst the city's energy.

The menu emphasizes quality, with options like Vegan Hot Chocolate and signature pairings like Hot Chocolate with Avocado Toast, ensuring a delightful experience. With an average cost of INR 2,000 for two, the Läderach Café offers an accessible slice of luxury. The café caters to every occasion, from leisurely brunches to evening opulence. Takeaway and delivery services ensure that the magic of Läderach is just a call away.

The café's beverage menu celebrates Läderach's commitment to creation, with options like the Vegan Hot Chocolate and the visually stunning Earth Blenders - a mixture of white chocolate, matcha, and blue spirulina. Signature pairings, such as the rich Hot Chocolate with Avocado Toast, enrich the experience, making each visit a delicious revelation.

Globally celebrated for its FrischSchoggi (fresh chocolate) and dedication to natural, high-quality ingredients, Läderach's café represents its heritage while setting new horizons in luxury dining. This latest addition to Jio World Plaza enhances Mumbai's culinary scene, offering an incredible experience that unites tradition and artistry.

Freshness, craftsmanship, Switzerland - that's what the Swiss chocolate manufacturer Läderach - chocolatier suisse stands for. Founded in 1962, the family-owned company has over 1,700 employees from more than 50 countries across the group and is headquartered in the canton of Glarus in Switzerland.

Läderach oversees the production process from the cocoa bean to the store counter and produces exclusively in Switzerland. As one of only a few premium suppliers, the company thus guarantees sustainable quality from the cocoa bean to the end product. The handcrafted premium products are offered in over 150 of the company's own chocolateries with sales locations in 18 countries, as well as through franchise partners in the Middle East and Asia.







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# Nuts About...
# Doughnuts



In this continuously changing world, the Indian bakery industry is also increasingly undergoing transformation and introducing products that are appealing and healthy for the consumers. One of the acclaiming welcome changes has been the constant variations that have been taking place in the production of doughnuts. The desire and demand for doughnuts has thus been increasing over the years. The growing millennial population, the increasing segment of QSRs are some of the other factors contributing to an increasing demand for doughnuts. **Ashok Malkani** contemplates on the rising popularity of the snack-cum-dessert, doughnut.

India, a country that is famous for its animated and exciting food culture, has embraced diverse culinary trends from across the globe. One of them that has captured the hearts of the young and the young-at-heart is doughnut. It is becoming an increasing trend in the country. As people travel across the globe, delicacies like doughnut, which can be had at any time of the day, are finding an increasing place in the hearts of the people, not only in metropolitan cities in the country but all across the nation.

Pratap Chaudhary, Executive Sous Chef, The Mirador, Mumbai, states, "Doughnuts was a Hollywood dessert for most Indians. They devoured it on screen – with a coffee to go – until 'Mad over Donuts' launched its first store in Noida in March 2008."

He continues, "There are several types of doughnuts, each popular with different age groups. The glazed doughnut is most popular for adults, but a chocolate frosted doughnut with sprinkles is also very popular with children, and the coconut doughnut is fairly popular with senior citizens.

He disclosed "Doughnuts aren't considered as a breakfast item in India. The American breakfast culture doesn't apply to every country. Adults in America might prefer a Grab and Go breakfast like doughnut or burger, but Indians are in general very particular about breakfast."



Avishek Singha, Executive Pastry Chef, Bengaluru Marriott Hotel Whitefield, disclosed, "Doughnuts have gained popularity in India, particularly in urban areas over the past decade. Though they are not a traditional Indian snack, they have found a place in the evolving food culture, especially with the influence of Western fastfood chains and cafés."

He adds, "Age Groups with which Doughnuts are popular with are: Young Adults (18-35 years), Teenagers (13-17 years), Families (especially with kids)."

Dinesh Rana, Executive Chef, Novotel Goa Panjim, affirms, "Doughnuts have become a delightful sensation in India, particularly among the younger crowd. Children aged 4 to 15 are especially fond of these sweet treats, enjoying their sugary flavors and fun shapes."



## History & Entry in India

One wonders when this popular snack – or dessert – took birth and where. Food resembling doughnuts has been found at many ancient sites. A cookbook, Kuchenmeisterei (Mastery of the Kitchen) published in Nuremberg, Germany, in 1485 has a recipe for "Gefüllte Krapfen", which are stuffed fried dough cakes. However, the earliest origins to the modern doughnuts can be traced back to Dutch settlers who brought olykoek ("oil(y) cake"), a Dutch delicacy of sweetened cake fried in fat, to New York (or New Amsterdam) in the early 18th century.

A recipe for fried dough "nuts" was published, in 1750 England, under the title "How to make Hertfordshire Cakes, Nuts and Pincushions", in The Country Housewife's Family Companion by William Ellis.

These are believed to be precursors of the later day doughnuts. The earliest mention of the word "doughnut" can be trace back to 1809, in a book, "A History of New York, from the Beginning of the World to the End of the Dutch, by Washington Irving. The book states: Sometimes the table was graced with immense apple-pies, or saucers full of preserved peaches and pears; but it was always sure to boast of an enormous dish of balls of sweetened dough, fried in hog's fat, and called



**Avishek Singha**



**Dinesh Rana**



**Pratap Chaudhary**

dough-nuts, or oly koeks: a delicious kind of cake, at present scarcely known in this city, excepting in genuine Dutch families."

It became popular in different parts of the globe in due course. Today America, and several other countries, celebrate the National Doughnuts (or doughnut) Day in June, each year.

In Asia-Pacific region, particularly in India, doughnut (or doughnut, as they are now popularly called) have become extremely popular as snacks and desserts in the bakery shops across the country. The market for doughnuts, as a result, has been increasing.

Doughnuts, which was, about a decade-and-a-half ago, considered as dessert by movie stars is no longer considered as a dessert or a delicacy affordable, or preferred by the film stars. It has become popular with the common man, of all age groups.

Dinesh, Tracing the history of the doughnuts and its entry and growth in the country declares, "The origins of doughnuts can be traced back to the Dutch settlers in America, who brought with them a recipe for "olykoeks," or oily cakes. Over time, the recipe evolved into the ring-shaped treats that we know today as doughnuts. They gained popularity in the United States during the 19th century, particularly during World War I when they were served to soldiers."

He adds, "Doughnuts made their way to India not too long ago, gaining traction as international franchises like Krispy Kreme and Mad Over doughnut entered the market. The growth of these brands has been remarkable, with Mad Over doughnut establishing a strong presence across major cities. Their success can be attributed to the appealing combination of taste and convenience, making doughnuts a popular choice for snacks and desserts."

Pratap disclosed, "The history of the doughnut is generally traced to Dutch immigrants in 17th and 18th century New York, then New Netherland, who prepared fried dough balls called olie koeken or olykoeks, which means "oil cakes." They were similar to modern doughnuts, although they did not yet have the iconic ring shape."



He adds, "Doughnuts became an important part of life in the trenches during World War I (and later in World War II), where they were served to soldiers by female volunteers called "Doughnut Lassies." The women had originally planned to bake pies or cakes but had found their equipment limited,"

Avishek affirms," doughnuts journey in India has evolved over time. Here's a brief history and growth chart of doughnuts in India:

Early Beginnings (1990s-2000s): It was introduced to India in the early 1990s through Western fast-food chains and multinational brands. Dunkin' doughnut, a global doughnut chain, opened its first store in India in 2012, which significantly contributed to popularizing doughnuts in urban cities like Delhi and Mumbai.

Expansion in the 2010s: 2010s saw a larger shift toward fast food and snack foods, particularly in metro cities. Krispy Kreme, another global doughnut brand, also expanded its presence in India around this time, starting in cities like Bangalore and Delhi.

Coffee Culture: The rise of coffee culture and cafes played a key role in the popularity of doughnuts. Many young people and professionals began associating doughnuts with coffee breaks, making it a go-to snack in cafes.

The 2020s and Local Brands: Over the past decade, local doughnut brands and artisanal bakeries have emerged, with more varied and innovative flavours

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catering to Indian tastes. Cities like Delhi, Mumbai, Bangalore, and Pune became hubs for independent doughnut shops.

Indian entrepreneurs have started creating fusion flavors, mixing traditional ingredients like saffron, rose, pistachio, and cardamom with the basic doughnut concept. And Online Platforms also boosts its expansion."

## Types of Doughnuts

Since café culture is mostly boosted by the youngsters and young-at-heart doughnuts have been always undergoing innovation. For example, take its shape. The hole in the middle was not created by some nut to make it resemble a nut, since the delicacy is called a doughnut, The credit for this ring shaped doughnut can be attributed to 16 year old American, Hanson Gregory, who was working on board a lime-trading ship. He was so dissatisfied with the greasiness of the then doughnuts, which were twisted into various shapes and sizes with centres which were raw. Disgruntled and displeased by this raw centre, Gregory, according Smithsonian Magazine, in 1847, poked a hole in the centre of the dough with the ship's tin pepper box and taught this technique to his mother who made deep fried dough. While adopting her son's procedure, or system, she used spiced cargo of nutmeg and cinnamon from Gregory's ship and put hazel nuts and walnuts in the centre. She called this food as doughnut.

Today ring doughnuts are formed by one of two methods: by joining the ends of a long, skinny piece of dough into a ring, or by using a doughnut cutter, The ring doughnuts are made either from yeast-based dough (for raised doughnuts) or from a special type of cake batter.

The doughnuts are, mostly, either with hole or filled. Today, there are several types of doughnuts in India.

Dinesh claims, "In India, doughnuts come in various forms, each offering a unique taste experience: They are classified as:

Old Fashioned Doughnut: A cake-like texture with a slightly crispy exterior.

Glazed Doughnut: A classic favorite, coated in a sweet glaze.

Chocolate Doughnut: Richly flavored with chocolate icing or filled with chocolate cream.

Jelly-Filled Doughnut: Stuffed with fruit preserves or jelly for a burst of flavor.

Boston Cream Doughnut: Filled with custard and topped with chocolate glaze.

These variations cater to diverse palates, allowing consumers to choose based on their preferences."

He continues, "Among the many offerings, glazed doughnut stands out as the most popular type, loved for its light texture and sweet glaze that melts in your mouth.

Avishek affirms, "In India, doughnuts come in a wide variety of types, catering to both international tastes and local preferences. While the basic doughnut remains the same, the variations largely depend on the toppings, fillings, and flavors that are influenced by Indian ingredients and regional tastes. They are: Traditional Doughnuts (Yeast & Cake-Based), Glazed Doughnuts, Filled Doughnuts, Frosted Doughnuts"

He adds, "The most selling ones are: Glazed Doughnuts, Chocolate Doughnuts, Doughnuts - Jelly-filled, custard-filled, and cream-filled, Old-Fashioned Doughnuts, Cinnamon Sugar Doughnuts and Crème Brûlée Doughnuts."

Pratap states, "In India, an old-fashioned sweet called 'Gulgula' is made of sweetened, deep-fried flour balls. A leavening agent may or may not be used. There are a couple of unrelated doughnut-shaped food items. A savoury, fried, ring-shaped snack called a vada is often referred to as the Indian doughnut."

He adds, "Glazed doughnuts reign supreme as the most popular doughnut."

## Trends and Growth

As the demand for indulgent snacks continues to rise, driven by consumer preference for convenient and delicious treats, the doughnut market is poised for substantial growth. Factors such as an increasing proliferation of in-store bakeries within supermarkets and heightened consumer interest in freshly baked goods are significantly contributing to this trend.

According to market research, doughnut market size is expected to reach S 6.49 billion by 2028, growing at a CAGR of 4.98% between 2024 and 2028. This is mainly attributed to consumer preference for convenient and delicious treats. Another factor contributing to the increase in demand for doughnuts is due to the major doughnut players realising the preference of consumers for healthier products and integrating healthier options, including whole grain, low-fat, and organic doughnuts in the market.

As doughnuts gain popularity as breakfast staples, paired with coffee, specialty coffee shops are incorporating a variety of doughnuts into their menus. Key players are not only diversifying their product lines but also leveraging technology

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A couple of reasons for the increasing demand for doughnuts in India is the creative product offerings now being offered in India and online sales and promotions. Chefs are now experimenting with flavours that resonate with local tastes and have come up with shrikhand-glazed doughnut. There were several innovations introduced by chefs during Diwali. One of the one of the doughnut producers, during this period introduced a Kesar Badam doughnut, filled with saffron cream and topped with blanched almonds and pistachios and a Milk Cake doughnut, which was filled with rice pudding and a chickpea flour covered Soan Papdi doughnut with flaky in texture.

Dinesh declares, "The doughnut market is evolving rapidly. Current trends include:

Innovative Flavours: Unique combinations and adventurous flavours are gaining popularity, appealing particularly to younger consumers.

Health-Conscious Options: There is an increasing demand for gluten-free and vegan doughnuts as health awareness grows among consumers."

He continues, "Several exciting trends are shaping the future of doughnuts. Some of them are:

Healthier Alternatives: More brands are focusing on using alternative ingredients to cater to dietary restrictions.

Whimsical Flavours: Chefs are pushing boundaries with quirky flavour combinations that attract adventurous eaters."

Avishek asserts, "The market trends for doughnuts are changing. They are preferring:

Plant-Based & Vegan Doughnuts
Gluten-Free Doughnuts
Low-Sugar & Keto Doughnuts
High-Protein Doughnuts
Gourmet & Premium Doughnuts
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He adds "The growth of the doughnut market is driven by the following:

Combination of evolving consumer preferences.

Innovations in product offerings.

Increased convenience through delivery and online ordering.

Influence of social media and celebrity collaborations."

Pratap informs, "The global doughnut market trends include innovative flavours and fillings, health-conscious options such as gluten-free and vegan doughnuts, increased online sales, and sustainable packaging. Specialty and artisanal doughnuts are gaining popularity, appealing to diverse consumer preferences and boosting market growth. The focus on healthier options such as gluten-free and sugar-free doughnuts would likely become more prominent, catering to evolving consumer preferences."

He affirms, "As far as market growth is concerned, I would say, the global doughnut market is expected to continue its growth trajectory in the coming years, driven by factors such as increasing urbanization, rising disposable incomes, and ongoing product innovation. The focus on healthier options such as gluten-free and sugar-free doughnuts would likely become more prominent, catering to evolving consumer preferences."



## Innovative Flavours

If one has a look across the globe, one finds that different variations of the doughnut exist in different part of the world. In India chefs have incorporated several twists and innovations to create a new fervour in the market.

Avishek informed, "Chefs and doughnut makers have been incredibly creative in developing unique and unconventional flavors, such as shrikhand glazed doughnut holes besides many more. The trend of experimenting with global ingredients, savoury and sweet combinations, and seasonal flavours reflect a broader shift in the culinary world toward innovation, fusion, and fun. For those willing to step outside the box, these "wacky" doughnuts offer exciting new ways to enjoy this classic treat!"

Dinesh disclosed, "some chefs have creatively combined traditional Indian flavours with doughnuts, leading to unique offerings. These innovative desserts are part of a broader trend of Indian fusion cuisine, where classic recipes are reimagined to create exciting new treats. For instance, shrikhand doughnuts are made using eggless dough filled with sweetened hung yogurt flavoured with saffron and cardamom, resulting in a delightful combination of flavours and textures that appeal to both traditional and modern palates."

## Conclusion

Doughnuts, often termed as donuts, are popular across the globe and several international chains have established themselves in India. This delicacy, in the form of the Indian Medhu Vada, which is popular with the millennials in India, is likely to grow. ■

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## Doughnuts are being served in innovative manner in India. Here are a few…

# Recipes

### Doughnuts with several twists

### Basic Doughnut Recipe

**Ingredients:**

| | |
|---|---|
| Milk: | 240 ml |
| Instant yeast: | 7 gm |
| Sugar: | 65 gm |
| Eggs: | 2 |
| Butter: | 85 gm |
| Ground nutmeg: | 1 gm |
| Salt: | 3 gm |
| Flour: | 500 gm |
| Vanilla extract: | 2 ml |

**Glaze:**

| | |
|---|---|
| Sugar: | 240 gm |
| Cream: | 80 ml |
| Vanilla extract: | 2 ml |

**Instructions**:

1. In a bowl, mix warm milk and yeast; let it sit until frothy.

2. Add sugar, eggs, melted butter, nutmeg, salt, and vanilla; mix well.

3. Gradually incorporate flour until a soft dough forms.

4. Knead until smooth and elastic; let it rise until doubled in size.

5. Roll out the dough and cut into shapes; let them rest before frying.

6. Fry until golden brown; cool slightly before glazing.

7. For the glaze, mix sugar, cream, and vanilla until smooth; dip cooled doughnuts into the glaze.

These recipes can be adapted with local ingredients like cardamom or saffron for an Indian twist that will surely delight palates!

**(Dinesh Rana, Executive Chef, Novotel Goa Panjim)**

### Rose Malai doughnut sandwich with rabdi

(Mawa rose cream stuff doughnut with rabdi)

**Ingredients**

| | |
|---|---|
| Doughnuts | 2 |
| Mawa rose cream | 150gm |
| Rabdi | 100gm |

**(Pratap Chaudhary, Executive Sous Chef, The Mirador, Mumbai)**

### Masala Chai doughnuts

A doughnut that captures the essence of masala chai

**Ingredients**

For the doughnuts

| | |
|---|---|
| All-purpose flour | 440 gm |
| Sugar | 110 gm |
| Baking powder | 5 gm |
| Cinnamon powder | 2.5 gm |
| Ground ginger | 1.5 gm |
| Ground cardamom | 2.5 gm |
| Ground cloves | 1.5 gm |
| A pinch of nutmeg | |
| Cup milk | 110 gm |
| Butter (melted) | 20 gm |
| Egg | 1 nos |
| Vanilla extract | 4 gm |
| Strong brewed masala | |
| Chai (cooled) | 225 gm |
| For the Glaze | |
| Powdered sugar | 220 gm |
| Masala chai (cooled) | 30 gm |
| Cinnamon powder (optional) | 2.5 gm tsp |

**Instructions**

Prepare the Dough: In a large bowl, mix flour, sugar, baking powder, and spices (cinnamon, ginger, cardamom, cloves, nutmeg). Add the milk, butter, egg, vanilla, and cooled masala chai. Mix until a dough forms. Knead for a few minutes until smooth.

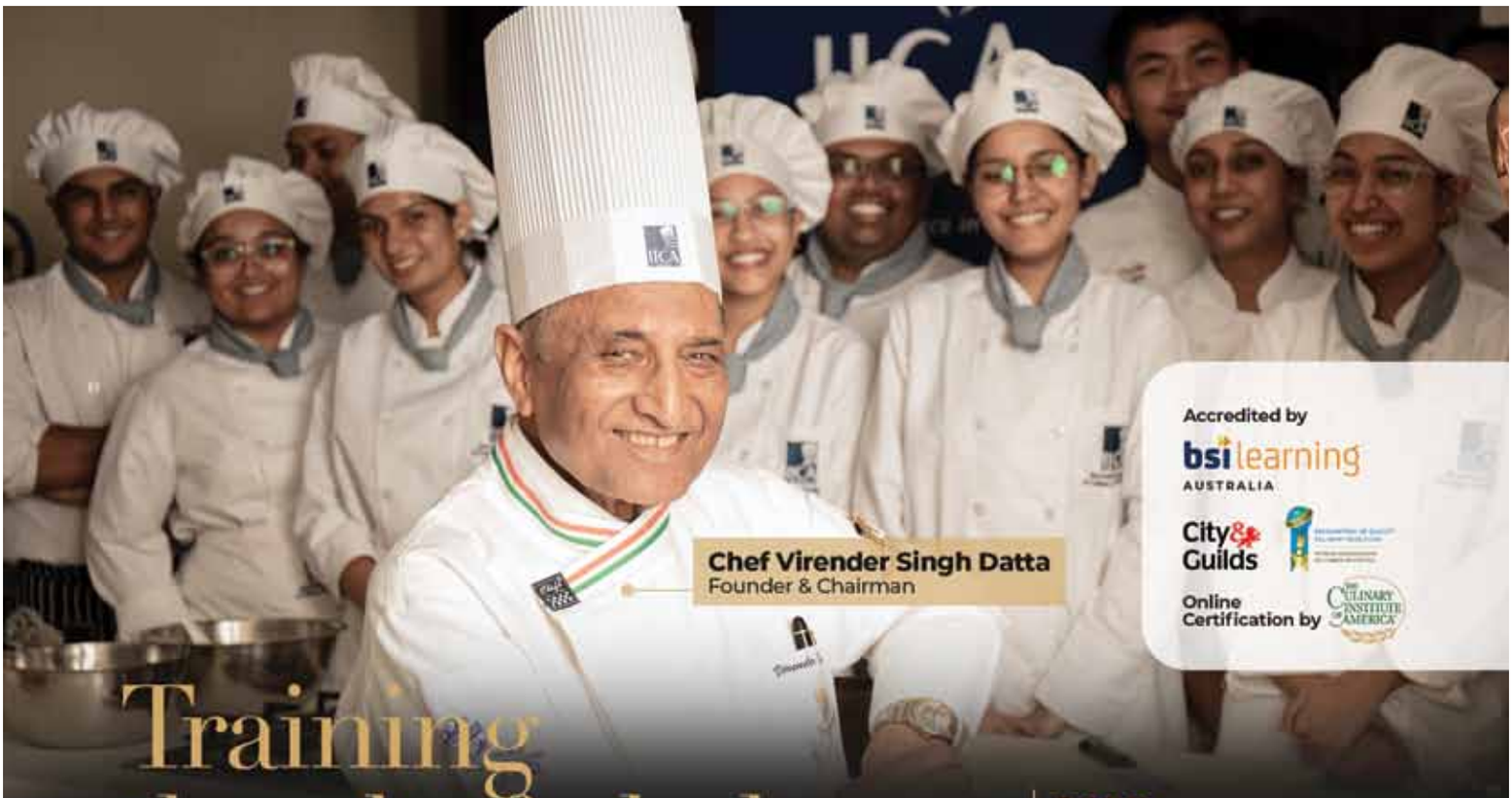
Shape the Doughnuts: Roll out the dough on a floured surface and cut into doughnut shapes.

Fry the Doughnuts: Heat oil in a frying pan and fry the doughnuts until golden brown. Drain on paper towels.

Prepare the Glaze: In a bowl, mix powdered sugar, masala chai, and cinnamon powder until smooth.

Glaze the Doughnuts: Dip the fried doughnuts into the glaze and let the excess drip off.

**(Avishek Singha, Executive Pastry Chef, Bengaluru Marriott Hotel Whitefield)**




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# Bakery Ingredients
## A Growing Business

Changing lifestyles and the growing demand for convenience food is giving a boost to bakery products. There has been a steady growth of bakery industry due to increased disposable incomes and a shift in consumer preference towards healthier bakery products like whole grain bread, low calorie pastries and gluten-free products. Metropolitan cities like Mumbai, Delhi and Bengaluru, home to rising middle-class population, which is witnessing a rise in incomes, keen to have healthy bakery products are resulting in the rise in demand for bakery products. However success and growth of the bakery industry, depends largely on the raw material, which provides an opportunity for enterprising entrepreneurs to venture in the healthy bakery ingredients market. Ashok Malkani takes a look at the trends in the bakery industry and the ingredients which are commonly used by the bakery industry and likeliness of their escalation in demand in the near future.

With the growing popularity and demand for bakery products – ranging from a wide variety of breads to doughnuts, cakes, cookies, biscuits, muffins et.al. – there is an increasing exigency for bakery ingredients. Additionally, the rise of q-commerce in India is making online ordering of cakes and baked goods more popular, particularly in urban areas, making the demand for bakery ingredients to catapult.

The Indian bakery market is on an upward trajectory, projected to grow from approximately $ 12.6 billion in 2023 to $ 29.4 billion by 2032, reflecting a CAGR of 9.8%. According to IMARC the Indian bakery market size reached $ 12.6 Billion in 2024. Looking forward, IMARC Group expects the market to reach $ 29.4 Billion by 2033, exhibiting a growth rate (CAGR) of 9.6% during 2025-2033. The rising consumption of bread, biscuits, and fast-moving consumer goods (FMCG) is contributing to market growth. Apart from this, thxe increasing influence of western food trends is catalyzing the demand for bakery products in the country.

Globally too the bakery industry has been growing at an extremely fast pace. And this growth is expected to continue in the years to come. The market size of the global bakery industry, which was $513.17 billion in 2023, is estimated to reach $919.9 billion by 2032.

## Trends for 2025

As we enter the new year, the trends for the for the bakery industry indicate that it would embrace locally sourced ingredients. With more and more consumers showing indications that they prefer healthy bakery products the bakers would shift to healthy ingredients. The industry is likely to adopt gut-friendly options which will help the industry in offering delicious baked goods that are kind to the digestive system.

It is likely that the demand for sourdough bread would continue in the new year. Consumers, it is believed, will opt for high-fiber ingredients and foods enriched with prebiotics, probiotics and postbiotics, which bakery products offer in plenty. Bakeries, due to consumers demand for healthy goods, would be offering low-carb, keto, gluten-free, and vegan alternatives. Ingredients market would thus have an increased demand for ingredients which are healthy.

According to Mordor Intelligence, the Bakery Products Market is expected to reach $ 655.46 billion in 2025, offering



immense scope for the growth of healthy bakery ingredients market.

## Bakery Products Category

The bakery products can be categorised in four segments, namely, Biscuits (comprising of cookies, cream biscuits, plain biscuits, cracker biscuits, others), Bread (comprising of normal bread, sandwich bread, hamburgers, croissants, etc), Cakes & Pastries (comprising of packed cupcakes, pastries, muffins, layer cakes, donuts, swiss roll. etc) and Rusks.

This provides ample opportunity for entrepreneurs interested in entering the bakery ingredients market. The market




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is also driven by the rising demand for superior, authentic, and high-quality ingredients that fulfill the consumer's expectations for fresh, nutritious, and flavourful baked commodities.

Food ingredient suppliers provide essential ingredients such as leavening agents, emulsifiers, and enzymes, which play crucial roles in improving the texture, volume, and freshness of baked goods like bread, cakes, and pastries.

India is the fastest growing regional market in Asia Pacific and is projected to reach $ 1,341.1 million by 2030. In terms of revenue, India accounted for 4.5% of the global baking ingredients market in 2023.

## Growth in Demand

The increasing demand for bakery products could be attributed to consumer demand for diverse bakery items, with a significant push towards healthier and convenient options. Factors like urbanization, rising disposable incomes, and a growing emphasis on health-oriented products like organic and gluten-free options are also contributing reasons for the growth of this industry. The government's supportive initiatives, including schemes to enhance food processing infrastructure, are further bolstering the growth of the industry.

Considering the boom in the demands for designer cakes, the gluten-free and sugar-free variants and other customisations, the expanse of the palate is evidently expanding. The industry stats are also very encouraging.

With the growing bakery business, now is the time for an entrepreneur, contemplating on entering the bakery ingredients market, to venture into the field. For this he must be aware of the ingredients that are needed by the bakery industry for different baked products.

## Bakery Ingredients

To venture successfully into the bakery ingredients market one must be aware of the raw material for bakery products and their role in dough and batter preparation.

The major ingredients are: • Water • Flour • Salt • Yeast and other chemical leavening agents.

The minor ingredients are: • Shortening • Sweeteners • Milk and Milk products • Eggs • Reducing agents • Oxidizing agents • Antimicrobials • Emulsifiers • Colorings • Flavoring agents • Flour improvers.



If one divides them on the basis of their functionality, they can be divided thus:

Structure builders (flour, eggs, and milk)

Tenderizers (sugar, fat, and baking powder)

Moisteners (eggs, milk, syrup, water, etc.) and

Flavours (chocolate, cocoa, eggs, butter, and other flavouring ingredients)

## Types of Ingredients

Each of the ingredients has its own importance. Here are details of some of the main ingredients:

Flour: The major ingredient of all baked products is flour. The flour, a thickening agent, is generally of as rice, wheat, maize, barley, oats, rye, millets, etc. Wheat flour, due to its high storage protein forms the basis for bakery products. Wheat quality, strength and functionality are mostly determined by the amount of gluten present.

Bread and fine cakes are made with hard wheat flour which has a high concentration of gluten. Cookies, crackers, and breakfast items are usually made from soft wheat flour, which has less gluten. Distinct varieties of flours are made for different purposes

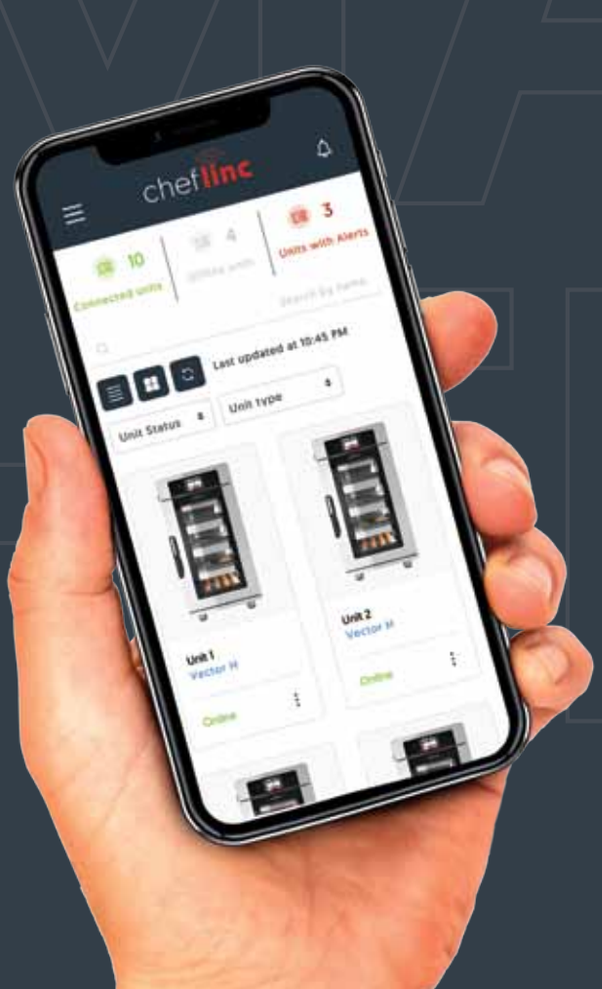
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Whole wheat flour is made by blending all three parts of the wheat grain (bran, endosperm, and germ). Thus it contains all of the kernel's nutritional advantages. The white flour is made only after the germ and bran have been removed from the endosperm. Though less nutritious than whole wheat flour, it is more stable. Bleached flour is made by treating it with benzyl peroxide or chlorine.

Different flour grades provided by millers to the baking trade are:

Patent flour: It is mostly made up of endosperm, with no germ or bran. On a commercial basis, it is the finest flour available.

Clear flour: It's made from leftover flour streams after patent flour has been extracted. To boost the amount of gluten in clear flour, it is usually combined with rye flour.

Straight flour: It is not often utilized in bakery items. It has a greater mineral and ash content, and the bran is difficult to separate from the endosperm.

Leavening Agent: Leavening literally means "to raise" or "make light". It's a chemical which generates large amounts of CO2 in batter or dough. This results in porous baked product. Leavening agents are classified into 2 categories viz. Chemical leavening (most popular among these are baking powder and baking soda) and Biological leavening (most common among them are yeast. This comes in three varieties: active yeast, instant yeast and compressed yeast).



Salt (or sodium chloride): It is an important ingredient for several baked products is used in minor concentrations of 1.2-2.5 per cent. Salt reduces the pace of fermentation, functioning as a healthy check on yeast proliferation. It impedes rise in acidity. It strengthens the dough. Besides enhancing the flavour, it reduces the time for the mixture to come together.

Sweeteners: Sugar is used in several forms by the bakeries. Sucrose, the most often used sugar, absorbs moisture, lowers protein-protein interactions like gluten formation, increases palatability and tenderness, and adds to the baked product's flavour by combining with other ingredients. Sugar also serves as a humectant, increasing the shelf life of foods. Sugar gives foods flavour, structure, and volume. When sugar is heated, as in baked custard and other desserts, it serves as an anti-coagulant.

is of 4 types: granulated sugar, superfine or castor sugar, Icing or powdered sugar and brown sugar. Besides sugar, golden syrup (also called light treacle) mostly used for biscuits and ginger cakes. Resembling honey, it is made of fructose and glucose. Liquid glucose or corn syrup facilitates the starch hydrolysis. Cakes and cookies include this sort of sweetener. Honey is another sweetener and is usually used to make gingerbread and nuggets. It keeps the product soft.

Shortening: Vegetable or animal fat yields shortening. Fats react with wheat during processing facilitating dough expansion enhancing handling during sheeting and moulding. Shortening not only increases the flavour and structure of the baked product but also its storage quality and aesthetic value, making it a must-have component. Shortening helps to prevent air cells during processing, softens or lightens the product, and provides a thin, delicate structure. The most common and frequently used shortening agents are butter, margarine, vanaspati ghee and refined oil.

Milk: It is mostly added to the dough or batter to enhance nutritional quality,

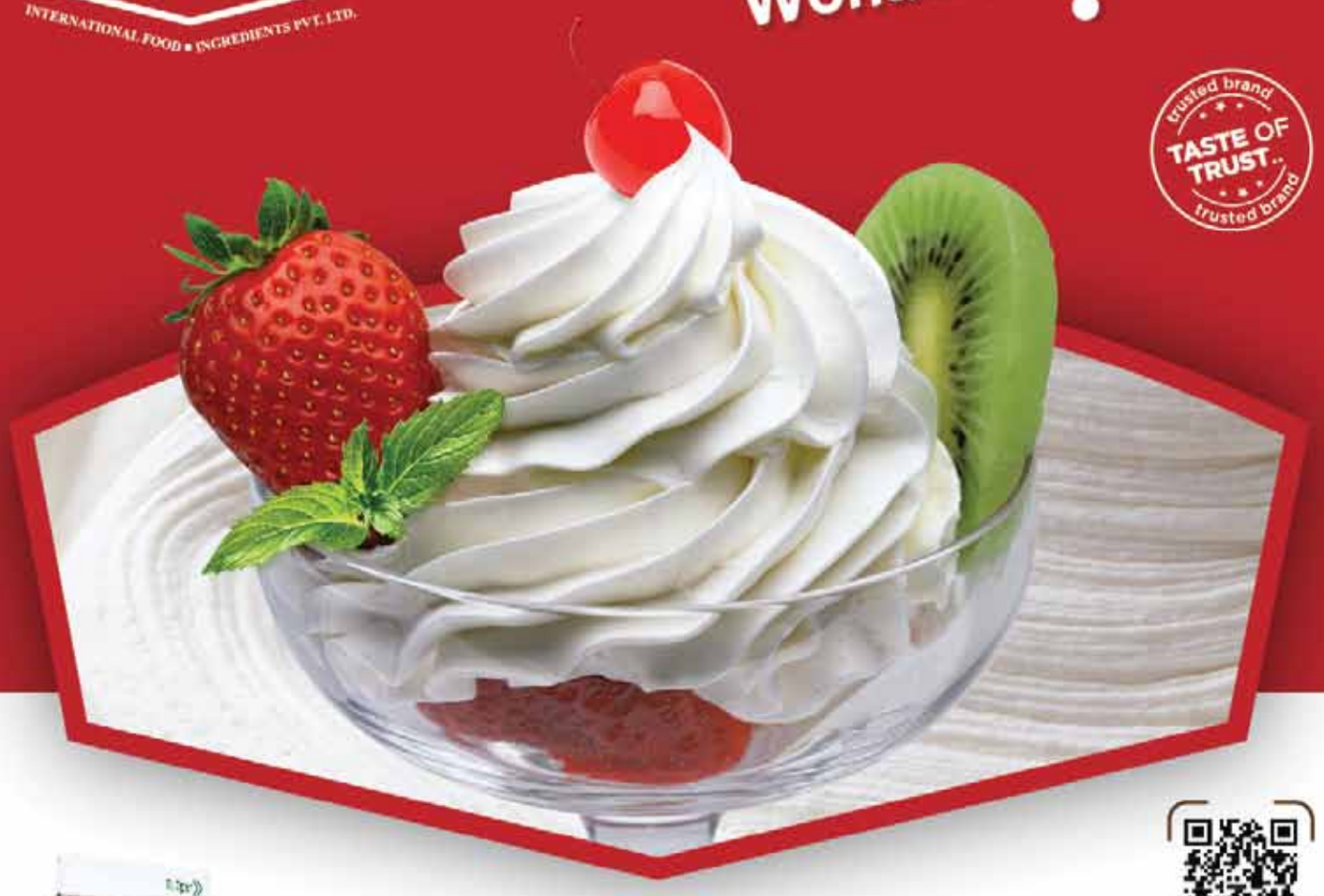
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colour, flavour and texture. Sugars in the milk caramelize during baking making the baked products develop a golden-brown color. The milk comes in its natural (fresh milk) format, or condensed milk Even dry milk product like whey or butter are used to add nutritional value.

Eggs: They help in imparting colour softness and richness to the baked items. Eggs not only offer fat, protein and moisture to the product but also helps in binding together of different substances used in baked products. Egg yolk also helps in improving elasticity crumb softness, volume, gas retention, structure, and gluten strength of the baked item.

Oxidizing Agents: Also called oxidisers, improve gluten reformation, aiding dough strength and elasticity. The most predominant oxidizing agents are Ascorbuc Acid (classified by FDA as GRAS), Glucose Oxidase (it converts glucose to gluconic acid and water to hydrogen peroxide), Lipoxygenase (it exerts an oxidative impact on gluten protein), Azodicarbonamide (It improves the condition of dough by oxidizing the sulfhydryl (SH) groups) and Potassium Bromate (it helps in high-volume production with excellent fermentation tolerance).

Reducing Agents: This performs the opposing function of an oxidizing agent. It reduces the gluten protein's strength, thus diminishing the mixing time. Since they are not advised for frozen baking products it is not worthwhile trying to market it to bakers manufacturing fresh baked products.

Surfactants or Emulsifiers: Emulsifiers increase texture and flavour and the quality of the end-product. Emulsifiers market has seen a surge in demand.

Antimicrobials/ Preservatives: Bakery goods, due to certain conditions while preparing, packing, transit, and storage, could be spoiled by microorganism like mold and bacteria. Antimicrobial agents like benzoic acid, acetic acid, sodium acetate, propionic acid, sodium or calcium propionate, sodium benzoate, and potassium/sorbic sorbate help in preserving the goods.

Flavouring Agents: Spices have been an essential ingredient in professional baking for centuries, adding a burst of flavor, aroma, and color to a wide range of baked goods. Flavouring agents must remain stable while baking and should not be affected by heat or altered by alkali or acid. Spices like cinnamon, nutmeg, and cardamom are quite commonly used flavouring ingredients. Spices like cloves, ginger, and allspice are used to make the items more appealing. Spices have health benefits and are often used in baked goods to make them more nutritious.

Fruit flavours like that of Vanilla are also used. Vanilla is undoubtedly the most popular flavour in the world.

Colourings: Colours can affect the perception of taste, create emotions and influence the marketing of bakery products. Gel paste colours are most commonly used in cake colouring globally. Some common colours used by bakers are: Red (which can evoke energy and excitement), yellow (believed to boost customers' happiness), dark brown (which can create a sense of indulgence), and Green (denoting health), etc. For ingredient marketeers it may be mentioned that caramel colouring, cochineal, annatto, betanin produced from beets, saffron, turmeric, elderberry, and paprika are just a few examples.

## Starting the Business

According to Future Market Insights Inc., Global bakery ingredients market expected to grow at a CAGR of 6.7% through 2033. The India baking ingredients market, as per Horizon Grand View Research, which generated a revenue of $ 759.3 million in 2023, and is expected to reach $1,341.1 million by 2030.

While all this may sound exciting and tempt many to enter the market, it is advisable that one must first, make a thorough study of the business requirements. To become a raw material supplier to bakery industry in India you would need to register your business with the Food Safety and Standards Authority of India (FSSAI) and obtain licenses.

Health Licence can be acquired from the Municipal Health Inspector.

You can get the Fire Licence from the Fire Department.

You also need to get a GST licence. This is depending on the income expected from the business.

Other requirements like the investment needed to start the business, location, etc will depend on the type of business you are planning.

You have to draw up a business plan which is like the route that shows you the way to proceed. This would involve Business Overview (detailing the concept of the business), Market Analysis (to evaluate the scope and potential of the industry, the level of competition within your area of operations, identify your target audience) SWOT Analysis (making you aware of strength, weakness, opportunity, and threat to identify the stamina and tenacity of your business), Financial Analysis (this involves in knowing how much you have and how much would be the investment required for the products you intend to deal in) and Marketing Plan (to help you attract customers and promote your business).

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# Minimising Trans Fat Usage



The tussle between appearance and substance is an old one. And in the modern quick-fix mode of operations, this age-old debate has only become more intense. The use of trans fats in the fastfood chains and various other bakery items reflects the continuance of this ancient dilemma.

Conventional cooking in India is highly influenced by the type of fats and oils used. With the alarming rise in lifestyle diseases and the high levels of stress Indians face these days, consumers have become health conscious and expect the same from their cooking oil and fats. This market trend has given rise to trans-free oils and fats in India.

However, the trans fats, which are mostly man-made, are used not only to make the items crispier or enhance the feel-good factors. They have some other utility for the manufacturers too, such as increasing the durability of used oil or shelf-life of the products. But in the 'service industry', anything that endangers human health cannot and should not be trapped in the profit pack. The search for a healthy alternative is welcome, but compromise on human health is not.

According to Food and Drug Administration (FDA), USA, "Trans fatty acids, also known as trans fats, are made during partial hydrogenation of vegetable oils. Hydrogenation is the process by which hydrogen atoms are added to unsaturated sites on fatty acids, thereby, eliminating double bonds. Partial hydrogenation relocates some double bonds and hydrogen atoms end up on different sides of the chain. This type of configuration is called 'trans' (means "across" in Latin)."

Although with the changing food habits and fast growing restaurants, use of trans fat has increasingly come under the scanner, avoiding the consumption of trans fat altogether is difficult, if not impossible. This is because a marginal portion of trans fat is found in the natural products sourced from animals. Thus the glass of milk that your child is drinking or even the home cooked meat may contain some amount of trans fat. Naturally occurring trans fat, however, constitutes only a marginal portion in the overall diet of an urban individual.

## An Unhealthy Option

Trans fats are a type of unsaturated fat, which are scarce in nature but can be produced through artificial methods. Man-made trans fats (or trans fatty acids – TFAs) are basically created in industrial process of hydrogenation where the cis form of the fatty acids are converted into a trans form.

According to WHO, the prime health risk associated with TFA is that it tends to increase the bad cholesterol (Low Density Lipoprotein or LDL) and decreases the good cholesterol (High Density Lipoprotein or HDL), which may lead to cardio-vascular diseases and other health problems like diabetes, obesity and immune system dysfunction. High intake of food rich in trans fats accompanied by a sedentary lifestyle has become a major health and lifestyle concern among the urban Indian population.

Eliminating trans fat completely from our diet is therefore neither possible nor



necessary. What is essential, however, is keeping the level of trans fat minimum in our diet. Reducing the consumption of trans fat therefore entails avoiding food that contains trans fats; formed by addition of hydrogen atoms in the vegetable oil, beyond the acceptable limits.

Therefore one has to be circumspect while selecting processed foods or oils that supplies unhealthy portions of trans fatty acids in our diet. Cookies, cakes, breads, pies, French fries, margarine, potato chips, candy, and such other products that children often hanker for may well contain high levels of trans fats. Although fried food and bakery products are the most common sources of trans fat in our diet, cereals, waffles and other processed foods may also contain trans fat above the permissible level.

Industry players are often attracted to use trans fat as it helps prevent the oil from going rancid, keeps the flavours and textures of the cooked items intact for a longer period of time, and reduces the refrigeration need of some products. The use of artificial trans fat, which is believed to have started since the 19th century, is now regarded as a serious amplifier for various diseases such as diabetes, heart diseases, and cancer. It is especially castigated for its capacity to increase low density lipoprotein-cholesterol (LDL-C), also known as 'bad cholesterol', in human blood, that raises the risk of coronary heart diseases. Some researches have also linked the intake of trans fatty acids to Alzheimer disease, obesity, infertility among women and liver dysfunction.

Trans fat has been a buzz word for decades and for all the wrong reasons. They have their presence in an estimated 40 percent of products on the shelves, which include baked goods like donuts and muffins, and also French fries and frozen food products. There is also a small amount of trans fat that naturally occurs in food products like meat and cheese, but the manmade version of trans fat is what we should be worrying about, for they are not safe for health.

## What About the Taste?

And having trans-free oils and fats doesn't compromise on the tastes of food. Not many people are aware of the fact that hydrogenated oils create a barrier that masks the true flavour of food. Many fast food chains already have made the switch to trans free fats and oils, without any customer backlash.

Oils and fats manufacturing companies are now gearing up to market low trans or trans-free products. Nowadays, many food manufacturers have undertaken extensive developmental efforts to reduce or even eliminate trans fats in food products However, extensive research and modern technology are extremely necessary in the manufacturing of trans-free fats and oils.

## Proactive Measures

With health consciousness among the consumers increasing, few companies across the world have withdrawn the use of





trans fat from their products voluntarily. But in some cases, non-governmental organisations have resorted to lawsuits to stop the use of trans fatty acids by the manufacturers.

As the adverse affects of unchecked trans fat intake became evident, various countries woke up to the threat and took some corrective measures. Denmark took the initiative in 2003, by introducing strict regulatory measures in the sale of food containing trans fat. As a result of these regulatory measures, the citizens of Denmark were ensured less than 1 gram intake of industrially produced trans fat on a day. In 2003, the FDA in the USA also published new rules as it amended its regulations on food labeling.

New rules required trans fatty acids to be declared in the nutrition label of conventional foods and dietary supplements. The FDA rule that allowed 0.5 gram of trans fat per serving to be labelled as 0 gram has come under criticism as several serving of the same product or multiple such products can increase the intake of trans fat. While responding to the growing public awareness on the issue of trans fat, several cities in the US banned the use of trans fatty acids in restaurants.

## Law and Awareness

In India, the Ministry of Health and Family Welfare has come out with a notification for those manufacturers who use hydrogenated vegetable fats or bakery shortening in their food products. The notification, which was introduced in 2008, made it mandatory for those foods to display a label stating 'Hydrogenated vegetable fats or bakery shortening used – contains trans fat.'

It further provided that a health claim of 'trans fat free' could be made in cases where trans fat was less than 0.2 gram per serving of food. But as the notification lacked any legally binding standard and as a large majority of our illiterate, and literate but uneducated and semi-educated population lack awareness about trans fats, mere labeling serves little purpose. Legally binding standards and proper regulation of trans fat intake are regarded necessary to save the population from the latent dangers of heart diseases, that excessive intake of trans fatty acids may entail.

However, what the state could not attain, the pressure of the educated and empowered section of our civil society achieved. Now, as an alternative to trans fatty acids, the food industry has increased the use of palm oil, which is extracted from the fruit of palm trees. This natural oil is preferred by the industry as it turns semi-solid at room temperature and is largely free from the bad affects with which trans fatty acids are generally associated. Corn, Canola, and Soya oils are also being used by some manufacturers, as alternatives to trans fatty acids.



As food is absolutely essential to human existence, food suppliers must go that extra mile to ensure safety and health of its consumers. They must, but will they? In this context, a voluntary ban of trans fatty acids by some leading manufacturers of the world is therefore seen as a step in the right direction. But there is no reason to believe that all manufacturers in India and the world would follow suit. Therefore, the society must also keep up the pressure on corporates to refrain from the extensive usage of trans fats. This it must do for its own future's sake.

## Trans Fat Free World

Paying heed to the alarming increase in lifestyle diseases in the country, FSSAI (Food Safety and Standards Authority of India) and WHO have put together a detailed report and analysis to reduce the consumption of trans fats/oils in the country.

FSSAI has put a maximum limit of 10 percent of trans fat content in vanaspati, shortenings and margarine, while WHO states that less than 1 percent of total energy should come from trans fatty acids in the daily diet. It has also become mandatory in India to mention the trans fats' and saturated fats' content on the labels of packaged food products, along with other nutritional information.

Thankfully, the growing interest and awareness about the impact of nutrition and diet on one's health has been leading to a perceptible transition to trans-free products, across the globe. The elimination of partially hydrogenated vegetable oils containing industrially produced TFAs from the food supply has been described as one of the most straightforward public health interventions for improving diet and arresting the advance of myriad lifestyle diseases. ■

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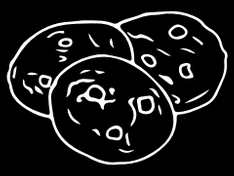


## Essential modular deck ovens for

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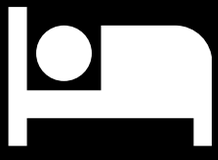
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# Yeast
## Essential for Bread Making





The most fascinating sight in a bakery is seeing small mounds of dough rise to voluminous, well shaped breads and the baker does this by adding 'Yeast' to the dough. This one-celled microorganism called Yeast grows all around us. In the presence of food and water it grows, but in their absence it suspends growth when it becomes light enough to be blown by the wind. Present on human skin, it can be transferred to food through contact. Referred to as 'the oldest plant cultivated by man', it has found application since thousands of years.

Yeast acts as a catalyst in the fermentation of bread. As an effective leavener, Yeast feeds on sugar in the flour and produces carbon dioxide which makes bread rise. This carbon dioxide fills thousands of balloon like bubbles in the flour and with no place to go, the flour rises. On baking, this is what gives the bread its airy texture.

The most common strain of Yeast used for baking purposes is called saccharomyces cerevisiae. Bakers and baking companies have developed several strains of yeast for gas production and fermentation.

### The Yeast Types

Special strains of yeast have also been created for lean doughs or enriched doughs. Just like brewers have different yeasts to choose from, bakers too have access to many types of yeast strains. However, the public has only a few strains from which to choose.

The first, Active Dry Yeast, has a larger particle size than Instant Active Dry Yeast, making it necessary to proof, usually with water, before using and the recommended water temperatures vary between 100-115 degrees F.

Active Dry Yeast will last well beyond its expiration date for one year if unopened at room temperature and will survive longer if frozen when it can be used directly without thawing. If opened, Active Dry Yeast will survive for six months in the refrigerator and 12 months in the freezer.

For storage purposes, keep yeast in its original container with the opened flap folded closed in a resealable plastic bag. Stored at room temperature and opened without a protective outer container, it loses its power at about 10 per cent per month.

The second, Instant or Rapid Rise Yeast, does not require warm liquid to be activated. This type of yeast has been genetically engineered from different strains of yeast to produce breads. Rapid Rise Yeast is more finely granulated than Active Dry Yeast, so it does not need to be dissolved in water first. It can be added directly to the dry ingredients, making it a popular choice for use with bread machines.

Instant Active or Rapid Rise Yeast is added to the dry ingredients. Then, the liquid portion of the ingredients is warmed to 120–130 degrees F. When using Instant Active Dry Yeast, the bread recipe only needs one rise. The first rise is replaced by a 10 minute rest, and you don't need to knead the dough down afterwards. The second rise takes place after the dough has been shaped into a loaf. It will take approximately one hour in a warm place (longer in the refrigerator) until the dough is just about doubled in bulk. Instant yeast will survive a year at room temperature if unopened.

Sourdoughs (or leaven for making breads) were originally produced by wild yeasts. Some sourdoughs are over a hundred years old. The starter (or sometimes called a sponge) is a flour and water mixture that contains the yeast used to rise the bread. You can buy dried versions and then activate them or you can make your own, catching the wild yeasts indigenous to your area.

Sourdough bread is made by allowing the dough to ferment using naturally occurring lactobacillaceae and yeast before baking. The fermentation process produces lactic acid, which gives the bread a sour taste and improves its keeping-qualities. Sourdough is one of the most ancient forms of bread, and it was the standard method of breadmaking for most of human history. It was replaced by barm during the Middle Ages, which was then replaced by industrially produced baker's yeast later.

## The Bread-making Process

Yeast eats sugar, specifically glucose. If there is no glucose around but there are other sugars, starches or alcohols, yeast creates enzymes to convert these into glucose. The yeast carries information in its DNA for dozens of enzymes specific to many food sources.

Yeast have two ways of releasing energy from sugar molecules to use for their own cell maintenance and reproduction; with or without oxygen. With a supply of oxygen, they make carbon dioxide. They use almost all the energy from the sugar to do this and make a lot of gas. This is called 'Respiration'.

With little or no oxygen, the yeast quicky builds enzymes that spew out alcohol and carbon dioxide after using some of the energy from sugar. This is called 'Fermentation'. Since this is an inefficient way to capture energy, they have to metabolise more sugar than they do during respiration.

Making bread with yeast uses some amount of respiration and mostly fermentation. You knead or beat oxygen and nitrogen into the dough, which the yeast use up rather quickly, producing gas which is trapped by the dough. Most gas in bread dough is produced within the first hour of fermentation. Then the yeast must switch to making alcohols and acids along with gas and grows more slowly. This gives yeast-risen bread special aromas and tastes. These compounds also affect the structure of the dough, changing the crumb and crust after baking.

Yeast grows best at 26°C (79°F), and ferments best at 30-35°C (86-95°F). At lower temperatures, yeast slows down both processes and becomes "dormant". At higher temperatures, yeast enzymes do not work well.

## Bread Varieties

Different types of bread are made around the world, many of which contain yeast. The most common variety of bread is White Bread. It is made from wheat flour and is made into many different sizes, shapes and textures.

Wholewheat Bread made from wholemeal flour containing all the components of grain, has become more popular with increasing knowledge of the health benefits of bran and wheat germ. Mixed Grain bread may be made from any combination of flours (like wholemeal or white flour, rye meal or flour), grains (like kibbled grains, wheat germ, whole grains or wheat and other cereals) and seeds (like sesame seeds). Kibbled wheat and cracked wheat bread contains or is rolled in kibbled (cracked) wheat grains.

Fibre-increased white breads are made with the addition of bran or other fibre-containing material. Rye bread is made from a combination of rye flour and wheat flour. Sourdough bread has a slightly sour flavour and a denser texture than regular bread. Damper is a chemically leavened white, round bread.

Lavash bread is a thin, flat bread made from white wheat flour, yeast, salt and water which is oven-baked on a heated metal plate. Bagel is a Jewish bread where the dough with yeast is shaped into a ring and thrown into boiling water before baking. This gives the crust a chewy texture. Pita bread is flat, oval or round wheat bread made from flour, water, yeast and salt.

So, yeast may be being used since thousands of years, but it is still very much relevant in modern bread-baking process.




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# Baguettes for Bakeries

Baguette is an elongated, crusty bread with a chewy texture, enjoyed in almost every French household and also in former French colonies like Vietnam, Cambodia, Laos, North Africa, Morocco, Libya, etc. It can be eaten anytime for breakfast, lunch and dinner. Baguette has an elongated shape and can be used in toast, sandwiches, canopies, and also as a dessert. It is an almost 3,000-year-old bread.

A baguette, made from a basic, lean dough can be identified by its length and crisp crust. The length of the baguette can vary from country to country but a standard baguette has a diameter of about 5 - 6 centimetres (2- 2 inches) and a usual length of about 65 centimetres (26 inches), although a baguette can be up to a metre (40 inches) long too. Historically, the word baguette has been used in French to describe elongated objects like baguette magique (magic wand) or baguette chinoises (chopsticks) and it was only after 1920s that the word came to denote a French bread.

Baguettes, either of single-serving size or cut from a longer loaf, are very often used for sandwiches. Baguettes are often sliced and served with cheese. As part of the traditional Continental breakfast in France, slices of baguettes are spread with butter and jam and dipped in coffee or hot chocolate. In the US, baguettes are sometimes split in half to make French bread pizza.

**Baguettes have a distinctive French legacy. They are especially germane to the culinary culture of Paris, though you can find them in other places of the planet, which include India too. In France, not all long loaves can be termed as baguettes. For example, a short, almost rugby ball shaped loaf is known as a batard, a tubular shaped loaf is known as a flute and a thinner loaf is called a ficelle (string). French breads also come as a miche, which is a large pan loaf, and a boule, literally meaning ball in French; which is a large round loaf. Sandwich-sized loaves are sometimes known as demi-baguettes, tiers, or sometimes they are called Rudi rolls.**

## The French Connection

There is a distinct French connection in baguette. A ubiquitous French law dating as early as October 1920 prevented bakers from working between 10pm to 4am for making the round loaf. Finding it difficult to serve their customers in time for breakfast, the bakers of France by choice shifted to making the baguette as it could be baked quickly and within the limited time.

For the outside world, baguettes have been synonymous with French culture though the shape of the baguette had varied from time to time. The precursor to the baguettes were the long and wide loaves, which emerged during the time of Louis XIV; baguettes which were long and thin have been made since the mid 18th century, and by the 19th century, some baguettes which were several feet long were also being made.

Deck/steam ovens are used to make baguettes. Deck/steam ovens have combination of elements of a gas-fired traditional oven and a brick oven; a thick 'deck' of stone or firebrick heated by natural gas instead of wood. Steam injection is a method used in deck ovens to create the ideal baguette. The oven is




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in little time.

Standard baguettes may contain various additives. Depending on the additives used either in the original flour or in making the bread itself, a baguette may not be considered vegan. While a regular baguette is made with baker's yeast, it is not unusual for artisan-style loaves to be comprised of a poolish biga (a kind of yeast) or with other bread pre-ferments to enhance complexity of flavours and other characteristics. They can also be made with the addition of whole wheat flour or other grains such as rye. French bread is required by law to avoid preservatives, and as a result bread in France tend to go stale within 24 hours, thus baking baguettes in France often demands to be a daily occurrence.

heated to 205 degree centigrade, and the steam allows the crust to expand before setting, thus creating a lighter, airier loaf. The steam also melts the dextrose on the bread's surface, giving a glazed effect.

## The Making of Baguette

For making two portions of baguette one needs 3 cups of plain flour, 2 table spoons of fresh/dried yeast, 1.5 cup of water, 1 tea spoon of salt, and 1 tea spoon of sugar. The method to prepare baguette is to put all the ingredients together and mix well until the dough is smooth and shine proof. Then let the dough rest for 30 minutes and scale in to equal portion, round them into balls and rest further 10 minutes. Roll into long shape and arrange in the baking sheet and rest/prove for 30 minutes until the dough doubles in size.



Then bake at 180 degrees for 10 to 12 minutes. This method is called straight dough method and can make the bread



Baguette loaf takes its shape through a series of folding and rolling motions, raised in cloth-lined baskets or in rows on a flour-impregnated towel, called a couche, and are baked either directly on the hearth of a deck oven or in special perforated pans tailored to hold the texture of the baguette while permitting the flow of heat through the perforations.

Outside France, baguettes are also made with other doughs. Take the case of Vietnamese bánh mì, which uses a high rice flour content. Then there are many North American bakeries which make whole wheat, multigrain, and sourdough baguettes alongside French-style loaves. ■

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# Design & Decorating Cakes



There is growing awareness of the consumers about the cake designs. The customers also are now realising that they would never be able to convert their dreams of a sweet and sumptuous masterpiece into reality, if it was not for the passionate cake decorators pushing the bar higher every time... to deliver something new and exciting. Today customers are well aware of the trending designs that are popular and they know which are passé.

Succinctly, these are simply great times to belong to the cake decorating community. But before one venture into cake decorating, it is wise to remember that each cake artist may have her/his own creative process in designing a cake but discipline and innovation and also the inclination to go beyond one's comfort zone will be the common keys to success in this creatively demanding profession of cake creation and decoration.

The three major role players in cake decoration - fondant, butter cream and royal icing are very much at play across the industry. They are the favoured frosting mediums among the cake makers. Fondant frosting has been adding satiny elegance to cakes as a covering medium and for embellishing ornate wedding cakes.



Butter cream is probably the most underestimated of these three frosting mediums, but now more and more cake designers are relying on butter cream to get smooth finishes on their cake designs. Of course, the refrigerator is one's best friend when working with this medium. And of course, time and patience are crucial elements while playing with butter cream.

Royal icing, also famously known as the cement of the baking world, is one of the most versatile of cake decorating mediums. From understated and simple traditional piping to covering cakes, cookies, for making petite flowers, monograms, stenciling, texturing and not to forget to adhere to the hot trend of string work and Lambeth method piping, this frosting medium can tackle them all.

## The constituents

Fresh edible flowers make gorgeous and easy cake decorations. Look for lovely colourful flowers such as sweet violets, lavender, honeysuckle, rose petals, bachelor's buttons, johnny-jump ups, and calendulas just to name a few. Pile on these flowers on a frosted cake or even just a plain cake.

For an added touch, dusting the flowers with super fine sugar gives a wonderful sparkly glow to your creation. Readily available candied violets and candied rose petals also add that special touch to a decorated cake. Just be sure when using flowers as a decoration that they are clean, all the parts you are using are non-toxic, and that they are pesticide free.

Another great way to spice up a cake is with fresh fruits. Fresh berries can

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be piled on top of cake, sprinkled with confectioners' sugar and garnished with a few fresh mint leaves. Whole strawberries placed around the outside of a chocolate cake add a touch of color. Kiwis, grapes, orange sections, and strawberries can be arranged on the top of a cake and glazed with shiny syrup.

Fresh sliced figs with dollops of whipped cream can also be arranged decoratively on the top of a cake. These are just a few of the many ways fruit can be used in decorating cakes. Using caramel dipped, sugar-dusted, or candied fruit and/or rinds can also add a nice finishing touch to a beautiful cake.

Confectioners' sugar or cocoa powder lightly dusted over the tops of cakes makes a nice finishing touch.

Lace paper doilies placed over the cake before dusting makes wonderful lacy patterns, or create your own stencils using parchment paper cut into lovely designs such as stars, polka dots, flowers, diamonds, vines, and waves. Another great way to dust a cake is to use a stencil of radiating lines and both confectioners' sugar and cocoa powder.

Place the stencil on top of the cake and dust with cocoa powder. Carefully remove the stencil and wipe off any remaining cocoa powder. Be very careful not to disturb the cocoa powder, and place the stencil on top of the cake again, this time making sure that the openings are on the parts of the cake that have not been dusted with cocoa powder. Dust with confectioners' sugar, carefully remove the stencil and there you are – you'll get a very graphic two-toned design.

Chocolate curls, ruffles, jagged slabs, and leaves are another easy way to jazz up a cake. Chocolate curls can be made with a vegetable peeler by simply shaving off pieces of a chocolate block. To get small flakes and curls make sure the chocolate block is cold, to get larger curls the surface of the chocolate should be slightly warm but not melted. To get even larger curls spread melted chocolate, in a thin layer, over a marble slab or a baking sheet, let the chocolate cool then scrape using a knife, spoon, or spatula depending on the size and the shape of the curl/ruffle you want. For jagged slabs of chocolate simply cut out irregular shapes with a knife or other sharp instrument.



To make chocolate leaves carefully brush melted chocolate onto the underside of a non-toxic leaf, cool until chocolate has fully hardened, and gently peel off the natural leaf from the chocolate one. These chocolate confections can be piled high, lightly scattered, or precisely placed on a cake. A mixture of white and dark chocolate leaves gives a real dramatic flourish to a simple chocolate cake or even a decadent cheesecake.

Marzipan molded into different shapes makes very attractive garnishes. Marzipan can be shaped into animals, fruits, vegetables, flowers, and any numerous fanciful shapes. It can be colored with paste food coloring before shaping for deeper more intense shades or dry food coloring can be dusted on the finished shapes for a subtle blush of color. Once made, these shapes arranged in groups or singly on or around a lightly frosted cake will make a very attractive or whimsical statement.

## Equipping Creativity

The innovative cake decorating trends are possibly complemented by innovative equipment. Picking up on the demand for these design trends in an already thriving sugar and pastry industry, many popular cake decorating companies are introducing innovative tools and machines to simplify a cake decorator's life.

The new-age equipment are always good to have. With many companies vying to bring out premium equipment and the Internet brimming over with new-age equipment, the cake decorator can face few challenges to stay updated about new equipment, while continuing to create something new for one's customer base. ■

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# Sugar or Sweeteners





Bakery industry contributes a great deal towards satiating one's craving for sweets. With an array of cakes, chocolates and cookies, it definitely helps in satisfying your sweet tooth. However the health conscious millennial, and even the elderly, are become averse to consumption of refined sugar. So how does the bakery industry cope with this dilemma?

Bakery industry is one of the biggest contributors to the country's processed food industry. The bakery industry contributes a great deal towards spreading sweetness as it bakes goodies – ranging from cakes to cookies.

We are all born with a sweet tooth. The enjoyment one feels from eating something sweet is, according to scientists, facilitated by the same morphine-like biochemical systems in the brain that are thought to be the basis for all highly-rewarding activities. Sugar gives us drug-like pleasures. However, some researchers suggest that sugars are toxins which cause obesity, diabetes, hyper- tension and Alzheimer's disease. Sugar seems to have joined the list of dietary evils. Today, health experts are urging people to cut back their daily sugar intake.

The ancient Hindu preparation known as the five ambrosias, a dish fit for the gods, incorporated sugar along with milk, honey, yogurt and clarified butter. Its appeal knows no limits, as the medieval historian Albert of Aachen pointed out in his description of 11th-century European Crusaders when they first encountered sugar cane in the Holy Land: "They could scarcely get enough of it." Sugar has been popular through the ages but recent studies have found that sugar is harmful to your health.

Experts believe that sugar consumption is a major cause of obesity and many chronic diseases like type 2 diabetes. With people becoming more health conscious, curtailing intake of sugar seems to have become a trend with consumers today.

They are of the opinion, just like the old saying goes – 'Even nectar is poison if taken in excess' similarly overdoing sugar as a part of one's daily diet can indeed be harmful in the long run. Sugar has come under attack in recent times owing to the amount of processed, sugar-laden options one can find in the markets and how easily it is accessible to all. Sugar can be found in a variety of edibles ranging from pastries to sauces, energy drinks to granola bars and while processed sugars can be harmful to the body, a moderate intake of sugar can be an acceptable part of a healthy, balanced diet.

Sugar has a bittersweet reputation when it comes to health. One of the first things that people tend to connect to sugar is diabetes. Hence people with lesser clarity on the subject tend to fear and avoid sugar in its entirety than understanding what kinds of sugars are good and bad for you. In the past, people with diabetes were told to avoid eating all foods containing sugar - this was because it was believed the sugar would have a negative effect on their blood sugar levels. Sugar occurs naturally in all foods that contain carbohydrates, such as fruits, grains, and dairy. Consuming whole foods that contain natural sugar is okay. Since the human body digests these foods slowly, the sugar in them offers a steady supply of energy to your cells. A high intake of fruits, vegetables, and whole grains also has been shown to reduce the risk of chronic diseases.

However, the problem occurs when you have too much sugar. Having too much sugar is not the only reason for obesity but its impact on obesity and diabetes is well-documented. In addition, excess consumption of sugar in the long run can also have a serious impact on the heart. Eating too much of any food without moderation and control is bad and hence regulating ones diet for balanced nutrition is always advised.

In fact adding a little sugar to nutritious grain foods like wholegrain bread may encourage people to eat more of these foods. While sugar is an important ingredient in breads and dessert, we do find alternatives to sugar quite easily these days. Bakeries now often cater to health-conscious guests by creating desserts for them as per there dietary preferences. Also they offer options




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like sugar-free ice cream as an alternative to sugar-rich desserts.

Though sugar holds a very strong place in the bakery sector, due to its softening quality that makes the baked goods moist and crunchy, it's imperative to look at its adverse effects as well. To avoid the ill effects, bakers are considering substituting sugar with some natural sweeteners like stevia, maple, coconut sugar, honey, etc. to meet the increasing demands of the health-conscious genre. This also makes the final product on the higher side of the cost due to its nutritive procedures.

Sugars are a type of a simple carbohydrate that occurs naturally in some food and beverages. Experts believe that sugar consumption is a major cause of obesity and many chronic diseases. Consumption of too much sugar can have negative health effects and can cause the following health issues:

- Weight gain
- May increase your risk of heart disease
- Has been linked to acne
- Increases risk of type 2 diabetics
- May increase the risk of cancer
- May increase the risk of depression
- May accelerate the skin aging process
- Can increase cellular aging
- Drains one's energy
- Can lead to fatty liver
- Increase kidney disease risk
- Negatively impact dental health
- Increase the risk of developing gout
- Accelerate cognitive decline

An apple a day keeps the doctor away. But does the same thing hold true for 4 or 5 apples a day? Same thing goes for any of the products, including Sugar. Anything in moderation is not harmful to the human body but anything in excess, than the usual, is always going to lead to complicacies and not a desirable outcome.

Sugar itself doesn't make you gain weight. Eating an excessive amount of sugar contributes to that. The only alternative is to cut back on the sugar used. For a pastry chef it is the most important ingredient as it helps in sweetening of products, aeration, acts as a food for the yeast, being hygroscopic helps in moisture retention in baked products and gives the nice golden brown colour to the baked products.

## Different Types of Sugar

Sugar comes in different forms. Most healthy foods contain naturally occurring sugars.

Today, in spite of offering sane advice to people that they should consume sugar in limited quantities they are averse to the ideas of consuming refined sugar. Is refined sugar harmful? What are the other sweetening agents that can be used by bakers?

Refined sugar may increase your risk of obesity, type 2 diabetes and heart diseases. They are also linked to a higher likelihood of depression, liver disease and certain types of cancer. In quest to abstain all these, bakers are choosing natural sweeteners like honey, maple, stevia, coconut sugar, etc. over sugar. These add nutritive value to the baked goods with an equivalent sweetening and moist texture. By looking at the benefits and nutritive components of each one of it, bakers can finely balance the healthier proportion of the final product.

Nowadays sugar-free food is very popular because of their less calorie content. A sweetener is a food additive, which mimics the effect of sugar on taste. Therefore, they are called sugar substitutes. Consumers often select those options, which are composed of low-calorie sweetener because they want the taste of sweetness without added calories. One group of such sweeteners consists of substances with a very intense sweet taste and is used in small amounts to replace the sweetness of a much higher amount of sugar. The sweeteners of this type currently approved by FDA are- Aspartame, Acesulfane-K, Neotame, Saccharin, Sucralose, Cyclamate and Alitame.

Some people may experience negative effects after consuming artificial sweeteners, even though they are safe and well-tolerated by most people. To avoid artificial sweeteners, people also prefer using natural sweeteners instead.

Bakers love experimenting with sweeteners and flavours and therefore also adopt alternate modes of sweeteners whilst baking. Lots of bakery chefs prefer using honey in bread recipes to glaze morning bakeries and use coconut sugar in Panna cottas instead of natural sugar.

Few chefs has different views about preference of other formats of sweeteners over refined sugars. They believe replacing refined sugar with artificial sweeteners is more harmful than having the sugar itself. Replacing it with other natural sweeteners like molasses, maple syrup, honey etc needs a lot of balancing of the recipe and might not always give the desired colour and texture.

They replace the refined sugar in bakery and pastry partly with brown sugar (though it is not very different than refined...only it is un-processed). They also use jaggery, molasses, maple syrup and honey wherever they can be used without effecting the texture and look of the finished product as much.

Health conscious people are also of the opinion to be happy and enjoy desserts without worrying about putting on too much weight. They should be consumed in the controlled manner and not too frequently and in limited quantities. Chef thinks if guest wants to enjoy an authentic product, modifying the recipe does not give the desired texture or flavour meant for the original recipe.

## Effect of Replacement of Refined Sugar

Bakery products are often an important part of a balanced diet and today a wide variety of these products line the retail shelves. However, bakery products, like many processed foods, are subject to physical, chemical and microbiological spoilage. What are the causes which affect the shelf life of these products? Is sugar substitution one of them?

There is shelf life for sugar substitutes with which bakery products are made. Most of the sugar substitutes have an expiry date mentioned on the pack. Sugar substitutes are compound or plant-based substances used to sweeten or enhance the flavour of food & drinks also called "artificial sweeteners" or "non-caloric sweeteners. It is recommended not to use any of these. But they can be used as a tabletop sweetener (for example, to sweeten a glass of iced tea) or as an ingredient in processed foods and drinks.

Stevia is 150 to 300 times sweeter than sugar, and Monk Fruit is about 200 times sweeter. Replacing sugar in preparations is easy with high-potency natural or artificial sweeteners. The shelf life of products made from these substitutes typically remains same as those made with sugar. ■

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## Redefining Culinary Displays

Ifi S.p.A., the global leader in innovative refrigeration solutions, has introduced its revolutionary Esedra refrigerated display case to the Indian market in partnership with Antarctica Equipment. With its expanded line-up, Esedra now caters to Gelato, Pastry, and Praline services, bringing unmatched versatility, aesthetic appeal, and world-class performance to India's food and hospitality industry.

Building on the success of its Gelato version, Esedra has recently expanded its offerings with new configurations for Pastry and Pralines, perfectly tailored to India's diverse culinary landscape. Key highlights include:



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harmony and flush displays, creating a continuous, elegant presentation for culinary creations.

Whether showcasing the artistry of Indian pastries, exquisite pralines, or artisanal gelato, Esedra elevates the culinary experience by enhancing product visibility and customer engagement.

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Zion International Food Ingredients Pvt. Ltd. is revolutionizing the bakery industry with its exceptional range of bakery premixes. With a commitment to excellence, they specialize in a wide range of premixes, including cake mixes, bread mixes, muffin mixes, and more, providing a consistent, reliable solution for bakers to create perfect baked goods every time.




The bakery premixes are designed to simplify the baking process without compromising on taste or texture. Zion understand the importance of delivering delicious, high quality products, and premixes, carefully crafted using the finest ingredients. Whether looking to bake cakes, pastries, or other bakery delights, Zion's premixes ensure that your creations have the ideal taste, fluffiness, and appearance.

One of the most popular products is Red Velvet Cake Premix, known for its rich flavour and vibrant colour, it's the go-to choice for both bakers and customers alike. With Zion's Red Velvet Cake Premix, one can easily achieve the perfect red velvet cake with a smooth, moist texture and an irresistible taste. The premix ensures that you can create this signature treat with



ease, while delighting the customers with its exceptional quality.

The company is committed to providing top-quality, innovative solutions that help bakers excel. With their reliable and delicious premixes, you can always count on achieving flawless results with every bake.

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# "My Mantra for Success is "Passion, Patience, and Practice"

## Jitendra Singh, Bakery Chef, Courtyard By Marriott Goa Colva



**Jitendra Singh joins Courtyard by Marriott Colva Goa as the Bakery Chef. This marks an exciting milestone in Jitendra's career as he embarks on his first professional role in the culinary world. Hailing from a strong academic background, Jitendra has successfully completed a one-year Hotel Management course at the prestigious Hope Institute of Hospitality Management Pvt. Ltd., Kotdwara, Uttarakhand. He specializes in Bakery, Pastry, and Confectionery, showcasing remarkable expertise and creativity in his craft. In his role as Bakery Chef, Jitendra aims to bring innovation and precision to the dessert and pastry offerings at Courtyard by Marriott Colva Goa. His primary objective is to grow into a Pastry Sous Chef position by leveraging his education, results-oriented mindset, and team-spirited attitude. In an informal conversation with Sharmila Chand, he talks about his work philosophy and more....**

### What are the current hot trends in the Indian Bakery industry?

The Indian Bakery industry is currently witnessing a surge in demand for artisanal and specialty breads, cakes, and pastries. Some of the current hot trends include: Sourdough bread, Vegan and gluten-free baked goods, Fusion desserts and Customized cakes.

### How did you become a Pastry Chef?

I became a Pastry Chef by default, but it eventually turned into a passion. I started my career in the hospitality industry as a management trainee, but I soon realized that my true interest lay in the kitchen. I began assisting the pastry team and discovered my love for baking and decorating. With time, I decided to pursue a career as a Pastry Chef, and I've never looked back since.

### What is your working (Cooking) philosophy?

My working philosophy is centered around the concept of "balance". I believe that a good pastry or baked good should have a balance of flavours, textures, and presentation. I also emphasize the importance of using high-quality ingredients, minimizing waste, and continuously innovating and improving recipes.

### What are your Hot Selling bakery items?

Some of our hot-selling bakery items include: Customized cakes, Artisanal breads and Fusion pastries.

### What is your strength as a bakery chef?

My strength as a bakery chef is my attention to detail and my ability to innovate and think outside the box. I'm always looking for ways to improve and create new recipes, which helps me stay ahead of the competition.

### Your fav chef who has influenced you and inspired you the most and why?

My favourite chef is Pierre Hermé, a French pastry chef known for his exquisite macarons and intricate desserts. I've always been inspired by his attention to detail, creativity, and commitment to using only the finest ingredients. His passion for pastry-making is contagious, and his books and videos have taught me so much about the art of French patisserie. I admire his dedication to his craft and his ability to innovate while remaining true to traditional techniques.

### Your favourite bakery item which you like to prepare the most and why?

**"I'm a perfectionist, a dreamer, and a storyteller, using my baked goods to convey emotions, evoke memories, and bring people together. I'm also a lifelong learner, always seeking to improve my skills, learn new techniques, and stay inspired by the world around me."**

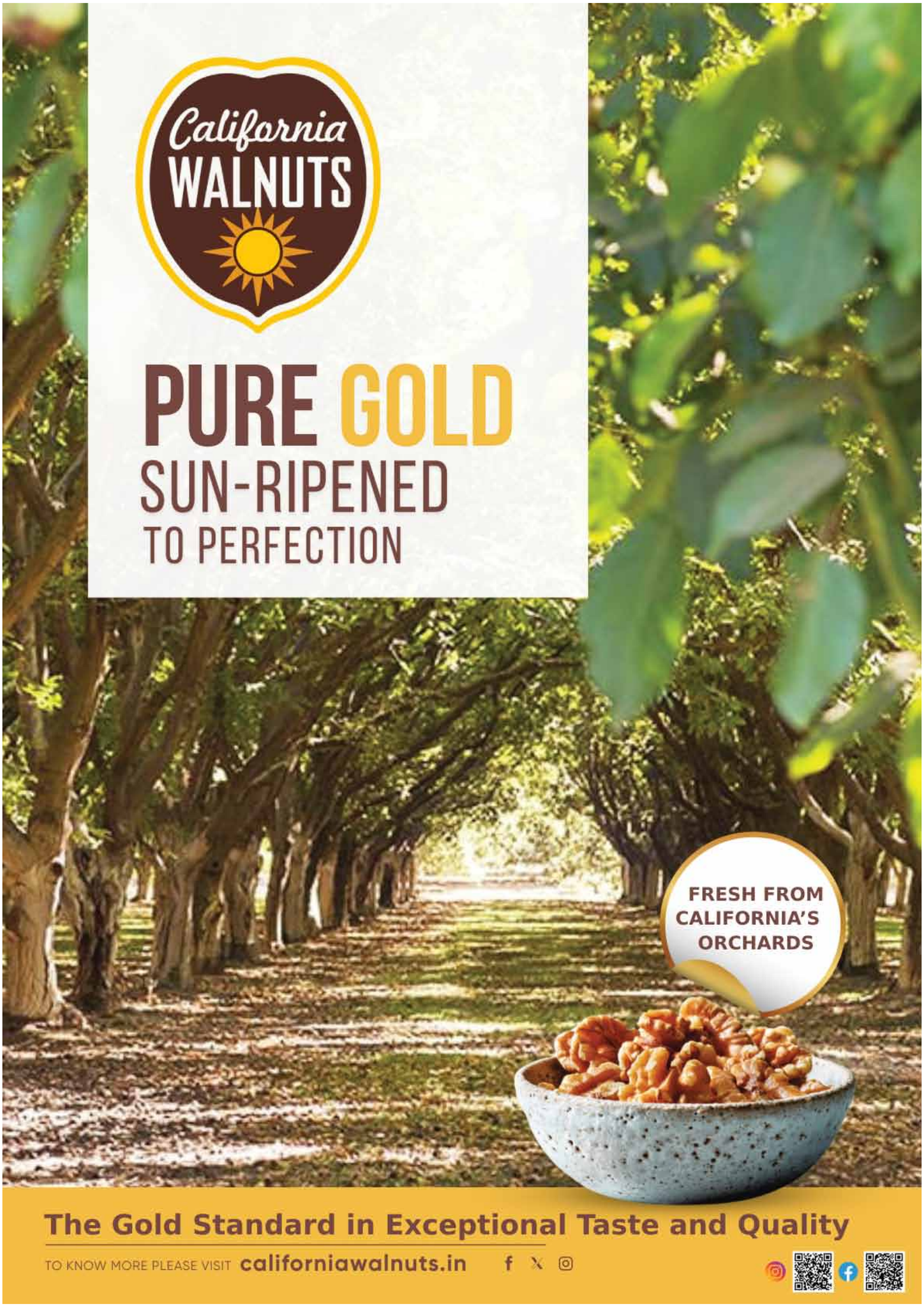
My favourite bakery item to prepare is a classic French baguette. I love the process of mixing, kneading, and shaping the dough, watching it transform from a simple mixture of flour, water, and yeast into a beautiful, crusty loaf. There's something satisfying about hearing the bread crackle as it cools, knowing that I've created something delicious and authentic that will bring joy to those who taste it.

### Your favourite ingredient that you love to use the most and why?

My favourite ingredient is actually a tie between dark chocolate and fleur d'sel de Guérande, a type of French sea salt. I love using dark chocolate because of its depth and complexity, as I mentioned earlier. Fleur d'sel de Guérande, on the other hand, adds a subtle, nuanced flavour to my baked goods that enhances their overall taste and texture. I appreciate its delicate crunch and the way it balances sweetness with savoury flavours.

### What are your dreams?

My dreams are to open my own bakery and café, where I can share my passion for baking with my community. I'd love to create a warm and welcoming space that serves as a hub for foodies and baking enthusiasts, where people can come together to share their love of food and learn from each other. I'd also like to write a cookbook and share my recipes with a wider audience, inspiring others to explore the world of baking and discover the joy it brings.


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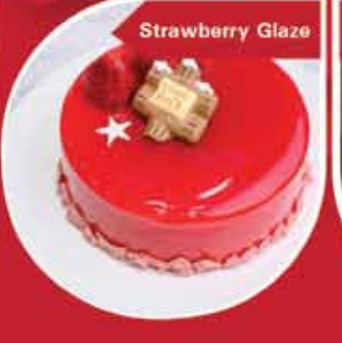














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